

News in Brief

TWO WEEKS KNOCK OFF

3 SALES IN SPORTS . . .

Sports programming was pretty popular with advertisers last week, three sales on the New York, Dec. 3-4. NBC picked up Mezzano as one-hour hand-baller of its National Professional Basketball games, and also picked Chrysler for the basketball game on December 11 and the football game. ABC joined in the sports sales picture by buying up Call Oil as sponsor of its January 1 Super Bowl football game telecast.

NBC FIRES SATURDAY AFTERNOON

FOR RICHARD J. . .

NBC-TV, a little discouraged by the cool reception it's getting on its sales efforts on behalf of "Richard III," is trying with the idea of scheduling the feature for a 2-3 p.m. Saturday afternoon slotting early next year. The move would alter the price of the sale to advertisers from its current selling price of \$400,000 for prime time showing to about \$450,000 for the Saturday afternoon slotting.

CBS ADDS 'VALIANT LADY'

BOB CROSBY STARS . . .

CBS picked up more additional daytime business in the form of a sale to Procter & Gamble of a quarter-hour of the Bob Crosby starring and the sale to Scott Paper Company of the Monday segment of "Valiant Lady."

NORTH PREPARES LIFE

INSURANCE PLAN . . .

The National Association of Radio & Television Broadcasters' insurance committee is putting the finishing touches to its plan for establishing a group life insurance system for employees working for NABT-member radio-TV stations.

CBS, NBC AFFILIATES IN

OMAHA SWAP WITERS . . .

The two VHF stations in Omaha are pulling a switch in network affiliations. KMTV, up to now affiliated with CBS, becomes an NBC basic affiliate January 1. On the same date, WOW, which up to now has been an NBC affiliate, becomes a CBS primary. KMTV will continue to be the ABC outlet in the market.

NBC OPERA

Will Tour U.S. Cities And Canada

New York, Dec. 3. — NBC will soon be open casting to take the major cities of the country and Eastern Canada beginning in late 1956. The first tour, which will run a minimum of eight weeks will be jointly sponsored by RCA and NBC, and present the objective in its broadcast the audience for opera, and specifically for NBC's Metropolitan Opera House in New York City. The Metropolitan Opera has already extended its negotiations to General David Sarnoff, chairman of the board of RCA/NBC.

ABC Rank Buy

Continued from page 2

case thing with the "Disneyland," "Mickey Mouse Club" and "Tommy Film Festival" program material.

ABC is currently thinking of opening each daytime feature for nine minutes of commercial time per hour, or the equivalent of 15 minutes of advertising during the two-hour show. Initially speaking, it will probably never sell the most amount of commercial time it plans to offer on the feature. But on the basis of the above figures, all that will be left in being is approximately \$5,000 in program costs for each day's two-hour feature in order for it to be sold cheap.

Spot Format

If ABC plans a program cost of \$5,000 per hour, then it will need to sell the equivalent of 15 minutes of advertising during the two-hour show. Initially speaking, it will probably never sell the most amount of commercial time it plans to offer on the feature. But on the basis of the above figures, all that will be left in being is approximately \$5,000 in program costs for each day's two-hour feature in order for it to be sold cheap.

A network program whose talent cost can be pegged that low is a feature that will be in demand. ABC features one draw any kind of audience at all, a top probability are considered a top daytime advertising buy, with time slots included, a network spread on the features would probably sell at about \$25,000 per one-minute slot in comparison to the approximately \$10,000 per one-minute spot for NBC-TV.

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SALES AMMUNITION

TVB's Quintile Study Says Biggest Buyers View Most

NEW YORK, Dec. 3. — A new study prepared by the Television Bureau of Advertising, in co-operation with Nielsen, shows that there is a close relationship between the amount of viewing and the amount of consumer goods purchased during a family.

TVB report provides powerful ammunition to TV time and program salesmen, for it states that the television medium has had more and more often at the household as well as a place to buy advertisers' products.

The TVB report breaks down all homes with TV sets into five equal quintiles. Each quintile consists of 20 per cent of all TV homes in the U. S. The quintile into which a family is placed is decided by the amount of viewing per day that the family does—the first quintile consists of families that do the least viewing, the second quintile consisting of families that do slightly more viewing, etc. Each quintile is then subdivided into the types of families that fall into 10-15 age in its members, the number of people in the family, etc.

First Quintile

According to the report, which is based on a study of the homes that Nielsen uses for its rating purposes, families in the first quintile average only 1 hour, 52 minutes of viewing per day or 6 per cent of the total viewing in the U. S. Families into the first quintile, according to TVB, however, are at least 30 per cent of all small TV families, about 30 per cent of households over 55 and only 12 per cent of large TV families. This quintile, in other words, consists of families that not only do the least amount of viewing but also the least amount of purchasing of the day-to-day household necessities.

The second quintile families average 3 hours, 35 minutes of viewing per day, or 14 per cent of the total TV viewing. They include "large" households with younger housewives, and are likely to buy many types of goods in greater quantities than the families in the first quintile, according to the TVB report.

Third Quintile

The third quintile families spend an average of 4 hours, 44 minutes a day watching TV. TVB study points out. This quintile accounts for 19 per cent of all TV viewing. The families in it are normal sized, averaging around 3.5 persons each. "Some are young,

some are older. There is a particular common denominator of income . . . no concentration in either urban or rural area," according to TVB.

However, the fourth quintile consists of families who average 6 hours, 11 minutes of viewing per day, thereby accounting for 23 per cent of all TV viewing. The families that do most viewing, says TVB, is that these are TVB's "big" families, those with the biggest shopping lists, more kids to feed and coffee, greater obligations to watch brands and buy new things."

Fifth Quintile

The only group that exceeds these in importance at customers

P&G May Dump 'Your Account'

NEW YORK, Dec. 3.—Procter & Gamble may be getting ready to dump "On Your Account," its 4:30-5 p.m. slot on CBS-TV. The advertiser this week placed an order for half of "Queen for a Day," NBC-TV's new daytime program which will move to opposite "Account" shortly.

"Account" was one of two shows shared by NBC and CBS. CBS has since very well on the West Coast for its show. But P&G is also interested in the property.

Trade-Ins for Color TV Set

NEW YORK, Dec. 3. — Both RCA and CBS-Columbia are making steps to push the sale of color receivers in this area. CBS-Columbia will allow purchasers the full price of color in greater quantities and white sets up to \$400, against the cost of an \$850 color receiver which gives a 17-inch picture.

In co-operation with Bonanza New York and Kirch-Bedell, Newark, N. J., RCA will install its 14-inch color receivers as local supermarkets in the Metropolitan area. The RCA aim, of course, is to stimulate the sale of color sets by letting more of the public view color at high traffic superstores.

for advertised products, says TVB, is the fifth quintile. The families in this quintile average 8 hours, 50 minutes of viewing per day, which accounts for 30 per cent of all viewing in the U. S. These families are primarily big families, TVB states, pointing to the fact that one third of all families with five or more members fall into this quintile. These families, according to TVB, "tend to spend a larger share of their family income for things they need or want." Also of importance, TVB points out, is that families in this quintile "spend a far larger share of their time with television than with all other media combined."

The findings that TVB is issuing in this report may be used by a similar study recently made by the American Research Bureau, which divided America's TV homes into "quintiles," or statistically equal fourths of the nation's TV homes, instead of quintiles, as TVB did.

The ARB report points out that in the quintile doing the heaviest viewing, women (who do so much of the buying) spend TV money than anybody else including the youngsters of the homes.



the spectacular Channel 8 Multi-City Market

WGLA-TV

LANCASTER, PENNA.
NBC and CBS

Sales letters are spectacular, too, in the Channel 8 Multi-City Market. Advertise your product in this vast, SPENDING market where the average of \$12,850 TV sets spend \$55.15 billion yearly. Make the 31% million prospects who live here your customers.

SPENNAWATION
Clair McCallagh, Pres.

Channel 8 Multi-City Market	
Atlanta	Atlanta
Baltimore	Baltimore
Boston	Boston
Buffalo	Buffalo
Charlotte	Charlotte
Cincinnati	Cincinnati
Cleveland	Cleveland
Dayton	Dayton
Denver	Denver
Des Moines	Des Moines
Detroit	Detroit
Indianapolis	Indianapolis
Kansas City	Kansas City
Louisville	Louisville
Memphis	Memphis
Minneapolis	Minneapolis
Omaha	Omaha
Philadelphia	Philadelphia
Pittsburgh	Pittsburgh
Richmond	Richmond
Salt Lake City	Salt Lake City
San Francisco	San Francisco
Seattle	Seattle
St. Louis	St. Louis
St. Paul	St. Paul
Tampa	Tampa
Wash. D.C.	Wash. D.C.
Wichita	Wichita

MEERER TV, INC.
New York City
Los Angeles
San Francisco

THIS ONE
WGLA-TV

There's General Theatre rated d show on

Bruce Willis, Eddie Albert, Ethel Barrymore, Harry Belafonte, Bette Bonney, Jack Bracy, Ann Blythe, Madeline Carroll, Jack Carter, Gene Clark, Lucille Cuper, Joseph Cotten, Mary Cox, Jean Crawford, James Edwards, Burgess Meredith, Ricardo Montalban, George Montgomery, Paul Muni, Gene Nelson, Ben S. Newby, John Payne, Eric Price, Robert Preston, Jimmy Ritz, Ronald Reagan,

a reason*
 Electric
 is ~~the~~ ~~a~~ top**
 ramatic
 TV

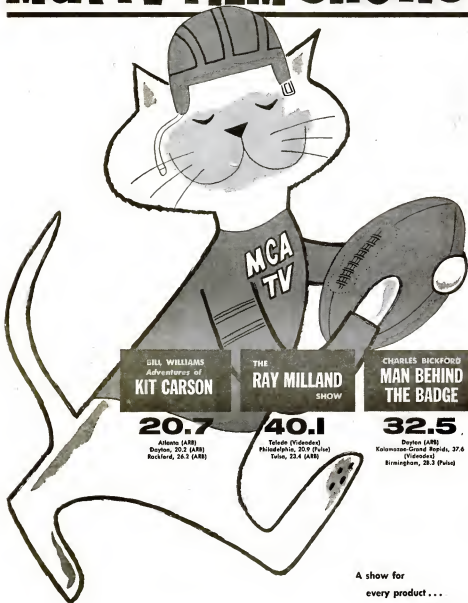
*to the actors, writers, directors
 and producing talent who
Continued
 ARE the reason, our thanks...

EVERY SUNDAY NIGHT AT 9
 OVER CBS THROUGH 1956 **MCA TV**

**SOURCE: TRENDX, NOV. 16, 1955.

Barry Fitzgerald, Henry Fonda, Thomas Gomez, Kathryn Grayson, Ann Harding, Paul Herman, Charlton Heston, Burt Lancaster, Alan Ladd, Marlene Dietrich, Joe Louis, Morris Levy, Fred MacMurray, Lee Remick, Raymond Redford, Ruth Roman, Lee Remick, Dickory Scott, James Stewart, Burt Lancaster, Phyllis Thaxter, Ethel Waters, Gerald Winslow, Teresa Wright, Anne Wynne and many others.

MCA TV FILM SHOWS



BILL WILLIAMS
Adventures of
KIT CARSON

20.7

Atlanta (ARB)
Dayton, 20.2 (ARB)
Rockford, 26.2 (ARB)

THE
RAY MILLAND
SHOW

40.1

Toledo (Videodex)
Philadelphia, 20.9 (Pulse)
Tulsa, 23.4 (ARB)

CHARLES BICKFORD
**MAN BEHIND
THE BADGE**

32.5

Dayton (ARB)
Kalamazoo-Grand Rapids, 37.6
(Videodex)
Birmingham, 28.3 (Pulse)

A show for
every product...
every market...
every budget!

SCORE AGAIN!

GUY LOMBARDO
AND HIS
ROYAL CANADIANS

30.8

Birmingham (Pulse)
Pittsburgh, 40.9 (Videodex)
Shreveport, 29.4 (ARB)

JOHN HOWARD
**DR. HUDSON'S
SECRET JOURNAL**

34.4

Pittsburgh (ARB)
St. Louis, 28.7 (Videodex)
Buffalo, 26.4 (Videodex)

**FIRST
CHOICE
FOR
ALL AMERICA!**

WESTERN FEATURES
STARRING
GENE AUTRY

21.9

Phoenix (ARB)
Columbus, Sat. AM, 32.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

WESTERN FEATURES
STARRING
ROY ROGERS

22.2

Phoenix (ARB)
Boston, Sat. eve., 13.9 (ARB)
Houston, Sat. Noon, 14.9 (ARB)

For both Western features: 27.1 weekly cumulative rating in L. A. lowest cost per 1000 homes per comm'l. minute in TV film programming—42 cents!

Choose your rating service — ARB, Pulse, Videodex. One thing you'll find they all have in common: Film shows syndicated by MCA TV are top-rated* everywhere. Big audiences that spell big sales for you!

*September-October, 1955, ratings are shown.

PRESTON FOSTER
WATERFRONT

40.5

Charlotte (Pulse)
San Francisco, 21.4 (ARB)
Toledo, 26.4 (Videodex)

**FAMOUS
PLAYHOUSE**

45.8

New Orleans (Pulse)
Dallas-Ft. Worth, 26.0 (Videodex)
Atlanta, 16.6 (ARB)

PAUL HARTMAN
**PRIDE OF THE
FAMILY**

44.2

Norfolk (ARB)
Kalamazoo-Grand Rapids, 26.0 (Videodex)
Toledo, 18.8 (Videodex)

new show-pre-production
network ratings shown

ROD CAMERON
CITY DETECTIVE

36.2

Buffalo (Pulse)
Columbus, 22.7 (ARB)
New Orleans, 39.0 (Pulse)

Phone, wire or write
your MCA TV office
for your audition
print today!



Serving you with
30 offices in
principal cities

Syndicators' Top Problem: 'Airing Programming Is Local'

Webbs, Indies Must Be Convinced Of That Fact, Says KTTV's Moore

(Continued from Dec. 3 issue)

HOLLYWOOD, Dec. 3.—The primary problem syndicators face, as Dick Moore, president of KTTV area 3, is to convince stations, both network and independent, that locally air programming in local in some Western markets, for example, the same complete their schedule at 9 p.m. What does a station put on the air then?

Moore believes that it must be first-class product. He rarely admits that KTTV could spend less money on programming, and still make as much or more money. That it does today. But what will happen as competition gets tougher? A station must give its audience the show that it wants, or else viewers will slough off, and so, however, will profit eventually. The stations that will continue to expand, in Moore's opinion, are the ones that spend the money to do it.

This, however, provides small sales for the wants of producers and distributors. A film maker who in 10 per cent commission on its average sale finds himself being discarded 40 per cent if the series goes into distribution. That thought alone is enough to make many of them shy away.

There are some bright spots in the picture. TPA executive producer Leon Frankson says that his company will continue to produce for syndication. In the first place, a good show can eventually make more money in syndication than on a network. Secondly, once a distributor has sold in the field, he must give them new product to keep them there.

Recruitment. Wynne Nathan, vice-president of MCA-TV, believes the syndicated field is going there another period of recruitment in which there will be further consolidation, with strong companies emerging stronger. The structure of syndication is such that the more shows and area a company has the better it is able to cope with the problem.

One factor which seemed to depress the market this fall, Nathan agrees, is the large number of series coming off the news. Whether the market can absorb them, or enough to absorb those without shock in the future is problematic.

and. A helpful note is that some of these areas are now being stripped in secondary time periods other than 7-11, a factor in time that would otherwise go to first-run syndicated shows.

Among stations, there are a number of possible problems, especially in the West. Seattle, according to reports, has become a very uncomfortable town. Ed Sullivan, for instance, is on from 8 to 6 p.m. This brings up another one of the major points, that all programming is local. Moore contends that an independent station has a tremendous advantage over the network, whereas the network must try to fit all things to all people at the same time.

Phoenix Market. One market which is being very closely watched is Phoenix. There, KPHO, previously a network affiliate, is now backing their own station as an independent, relying primarily on film taking the ABC ratings in half-hour segments from 7 to 11, the channel is second on the night of the week, tied for second on two nights, a very close third on two others, and third the remaining two. Furthermore, KPHO completely dominates the 6 to 7 time slot nightly.

In other words, the station is more or less holding its own with one of the art affiliates and holds considerable audience, despite the fact that because of a previous weak

ties, such top-rated syndicated programs as "Waterfront," "Search for Adventure," "Mr. District Attorney," "Liberal Arts," have been snubbed by other channels before-hand.

One interesting note is that network-backed and programs make no impression at all in Phoenix, while a number of others are seen at considerable hours. Ed Sullivan, for instance, is on from 8 to 6 p.m.

This brings up another one of the major points, that all programming is local. Moore contends that an independent station has a tremendous advantage over the network, whereas the network must try to fit all things to all people at the same time.

Most channels, even in one-city markets, recognize that they must reserve some time for local spots. For instance, Joe Floyd, president of KERO in South Dakota, says that he will always keep two hours a day of class 5 time open for local spots. Even if he could make more money if he sold it nationally.

Local Film Importation. The reason, according to Floyd, is that he doesn't want to lose the local touch. Other stations have similar attitudes. Ad agencies, for example, have found that they can place spots on certain stations, as they can't on others, but they have been placed in fact as the spots are considered.

Moore would cury the policy a step further. He believes that a local advertiser, if he can pay for a program in cash a time, should be able to get it, and then expand out by national spots or in the prospect of being pre-empted by a network show.

Richard P. Moore, up to now executive assistant to President Charles Stroh, became the local affiliate vicepres. John Sims, recently brought to New York from Chicago to run up the Chicago office of sales department, has been named vice-president and director of national sales, and William Clark, the firm's Western manager, has been named vice-president and director of the Western sales division. Burns and Clark will report to Don Keeney, ABC film's vice-president in charge of sales.

APART TOGETHER

Sharpe and Four Star Loosen Connections

NEW YORK, Dec. 3.—Don Sharpe and Four Star Productions have not recently severed their connection, but they have considerably loosened it. Their new understanding will enable the syndicator and producer to produce what Four Star is not interested in, and it will enable Four Star to take on production business. Sharpe was not in a position to get for 3.

Sharpe is moving from Four Star's hands the new long "Wire Service" film show on which he has a deal with ABC-TV. He is also taking back rights to an anthology series based on Whit Burnett's "This Is My Best," which was Burnett's new anthology, "This Is My Best Friend."

He and his producer, Chester Warron Lewis, will start shooting the first film in the "Wire Service" series in January. They expect to have it completed January 15. Sharpe said he expects to have the series ready for presentation in February.

In addition, Sharpe said he is now in negotiations on three other new packages of his. He is also taking steps to expand his talent agency. Besides taking on new talent, he is setting up offices in London.

Sharpe is still a member of the five-man board of directors of Four Star and will continue to give the same at some of his new packages. But he is no longer bound to do so, as he was long ago to be permanent of the firm.

On the other hand, Four Star is now free to take on film and film for outside packages. It is something that Sharpe was not in a position to do since he was a partner in the firm. He is working out a deal with the William Morris Agency whereby the latter will represent it, Sharpe.

In expanding the new arrangement, Sharpe this week said that he is not temperamentally suited to expanding a studio operation, that his cup of tea is creating and selling new packages. Four Star, he pointed out, has a great deal in its development in which he is not temperamentally suited to take part in. He is not temperamentally suited to take part in the administration of the production of the studio, that free wheeling on package deal. He said it became apparent that the two have no common ground in terms of beginning to cramp each other's style when the Four Star board name a number of representatives to both TV and movie, but he had brought in.

Sharpe pointed out that this is the third time in the TV film business that he has reached this kind

of parting with a company he helped found. He added that it is likely to happen many times again. The two other companies he was referring to are Douglas Fairbanks and the Douglas Fairbanks Company.

The Four Star board consists of Sharpe, Charles Boyer, David Niven, Dick Powell and their general manager, William Crawford, who this week became acting president of the firm.

Hwd. TV Service To Syndicate 3 Series in Jan.

HOLLYWOOD, Dec. 3.—Hollywood Television Service will place three series, two new and one new, in syndication in January. The move marks a major policy decision by the new TV film syndicator. Previously the company had concentrated primarily on feature production. The new TV film syndicator, which is being directed by Frederick the company had concentrated primarily on feature production. The new TV film syndicator, which is being directed by Frederick the company had concentrated primarily on feature production.

The three programs are "The Fu Manchu," "Strikes of Scotland Yard," and "Commander Cody." "Strikes of Scotland Yard" is a Republic, with 13 episodes in the can and another 26 scheduled. The same is true of the Scotland Yard series, which is being filmed in England.

"Cody," of which there are 13 left to shoot, has been previously been seen in theaters as a serial, and was a summer replacement for General Foods. The show is expected to go back on the network next fall. Hollywood TV Service is now negotiating with General Foods for a three-year contract, reportedly wanting a three-year run.

The three shows are by far the largest number being placed in the market this winter by any distributor. The only other series now being placed is "Zee-TV's 'The Man Called X'."

Official Films Scraps Pirate, Readies a Sub

NEW YORK, Dec. 3.—Official Film has scrapped its pirate in favor of a pirate fighter. After the company's executives decided that the piracy was just too bad a suit to turn around, they decided to scrap the pirate. The pirate, which was produced by the "Adventures of Captain Jack," was a character played by the pirate in the period around 1770. The pirate, which was produced by the "Adventures of Captain Jack," was a character played by the pirate in the period around 1770.

"Pirates" is said to have shown Official Film blueprints for a national sale beginning around April 1, aiming for details in the fall of 1956. It will be a character played by the pirate in the period around 1770. The pirate, which was produced by the "Adventures of Captain Jack," was a character played by the pirate in the period around 1770.

Hal Hackett, president, and Herb Jaffe, executive vice-president, were in Europe from November 10 to 28. They said they visited Paris where they saw Sheridan and the "Revue de Paris" social club. A Reynolds Official production deal was under discussion, rather this fall, but it was not made.

Veeps Named By ABC Film

NEW YORK, Dec. 3.—ABC Film Syndication that week gave vice-president stripes to three of its executives.

Richard P. Moore, up to now executive assistant to President Charles Stroh, became the local affiliate vicepres. John Sims, recently brought to New York from Chicago to run up the Chicago office of sales department, has been named vice-president and director of national sales, and William Clark, the firm's Western manager, has been named vice-president and director of the Western sales division. Burns and Clark will report to Don Keeney, ABC film's vice-president in charge of sales.

EVERYBODY LOVES THIS TV

VERSION OF

HANS CHRISTIAN ANDERSEN'S Immortal

"THE LITTLE MATCH GIRL"

A cast of 40 features and dozens, a full symphony orchestra, and a ballet company.

A perfect satisfied station and sponsors have said.

KLAS-TV, Las Vegas, Nev. Sponsor very pleased with response to LITTLE MATCH GIRL.

WSTV-TV, Syracuse, N. Y. Sponsor delighted with LITTLE MATCH GIRL via mail and phone response amazing.

Advertising Agency, Boston, Mass. "MATCH GIRL very successful" - re: news of new demand.

Amazing low rates of this ball-bear show includes unlimited runs for 2 holiday weeks. Act now! Write or wire:

recovered program services

155 East 24th Street, New York 10, N. Y.

MAILED 9/23/55

CBS Film Broadens Operation Base

NEW YORK, Dec. 3.—In an effort to counter the increasing risk of producing first-run shows by independent producers, CBS-TV Film Sales has adopted two policies which will broaden its base of operations by injecting it more strongly into the field of national sales and give it a pre-production guarantee of some extent on shows that it shoots for syndication.

The firm is preparing to move beyond the field of national sales with the production of profits on three new shows that would be injected into national or regional sponsors. The shows would be put into production only if they're sold. Station planned for this purpose is "Richard the Lion-Hearted," which the Desilu group would shoot in England. "So Francis Drake," which Sam Galia would produce, and an untitled series that would be shot on location in various cities.

The company reportedly is already negotiating with regional and national sponsors for the sale of one or more of these shows.

Lo Hanes, sales chief, is firmly convinced that producing a first-run status for maximum today is best. He is already making more than one guarantee that a sizable portion of its production cost can be obtained. The two series are "The Lion-Hearted" and "The Legionnaire" and "Man From the Blues," all of them from the same English producer, who is moderately secure close to 10 per cent of their production costs.

In moving more into the field of national sales, CBS Film is following the policy that is being pushed by other distributors. For instance, the CBS-TV network is to its attack. Reports were filed this week that CBS-TV plans to launch a new series, "The Chaps" for syndication. Already set for syndication are reruns of "The Search" and "My Favorite Husband."

Desilu Mapping 50% Total of Radio, TV Revenue Hike in Production

Firm May Handle 12 Shows Next Season; Plots Under Way; First Is 'Whirlybirds'

HOLLYWOOD, Dec. 3.—Desilu Productions plans approximately a 50 per cent increase in its film activities next season, Martin Leeds, executive vice-president, said this week that the company may handle as many as 12 shows next season, as compared to seven this year.

Desilu has already started prepping plots for the potential new programs, the first one to read December 13. This is "Whirlybirds," story dealing with helicopter as plot, which is being done in co-operation with CBS-TV. Property, created by Art and Joe Napoleon, will star Ken Tully and Craig Hill under Lew Leaden director.

Another show, "Fast Freight," created by Leeds himself, will probably feature Kenan Wynn and Tom D'Andrea in the leads in a story about truckers. Gayle Gitterman will produce the John O'Hanlon script which is being done for ABC.

Desilu is working on one pilot, titled "Black Arrow," for National Television Associates. The Western mystery story was created by Ralph and Doris Rose and Charles Smith.

"Father Duffy of Bell's Kitchen," to be filmed by Desilu in co-operation with Robert Diamond, will star Lloyd Nolan and Steve Fisher in the tale of a New York priest.

Official Reaps National Chain In Erwin Push

NEW YORK, Dec. 3.—The first big deal to drive from Official Film's recent promotion of "Topsy with Father" to major food chains occurred this week in St. Louis. Beginning December 13, the National Food Center Stores, the local subsidiary of the National Tea Company, will announce the \$10 Erwin show on KSD-TV, Monday, Wednesday and Friday, 7-10 p.m. For the same time on Tuesday, Thursday and Saturday, Official sold the supermarket the June Havoc comedy, "Willy."

National, which is the 11th largest retail operation in the country and the 15th largest food chain, did not ask for Official's help in making co-op sales, which the distributor is offering in the promotion. But it will get benefits from Official's plan anyway, since the distributor is sending notification of the deal to all time buyers on food accounts.

The St. Louis deal turned out better for Official, since the food chain's agency, Reider & Lichtenfeld, bought "My Little Margie" for another season, Penny Daley, for starring in the 10-11 p.m. slot.

In a deal paralleling its food chain promotion, Official is helping with presentations for co-op money for the Katz Drug chain, which bought a group of Official shows for Kansas City and St. Louis. In the latter market, Katz put three mystery series back to back in a late Saturday night berth, replacing "House of Wax." Katz bought "Secret File USA" and "Dulcine Europe."

WASHINGTON, Dec. 3.—The 1954 total of all revenue for radio and television in the calendar year of 1954 passed the \$1,000,000,000 mark for the first time, the Federal Communications Commission says in its latest financial report for the industry. Other 1954 totals: TV revenue (from the sale of time, talent and program materials to advertisers) topped radio for the first time, with a total of \$305,000,000 against radio's \$240,000,000. Radio showed no increase in revenue for the first time in 10 years.

To add impetus to inquiry, young TV's 1954 sale topped radio's all-time high of \$475,000,000 in 1953. TV revenues went up, 37 per cent over 1953, while radio's sank 5 per cent. The story was reported

in profits. Out of total radio and TV profits of \$132,000,000 in 1954 (up 7.4 per cent above '53), TV got \$60,000,000, while radio profits were only \$72,000,000 before taxes.

TV networks, including their affiliated and operated stations, took in \$208,700,000, over half the total TV revenue, while 394 other TV stations got the remaining 48 per cent, \$136,000,000. Of those independents, the 92 non-net private stations averaged 70 per cent of the take: \$201,000,000. In striking contrast, network radio, including its 51 owned and operated stations, took only 50 per cent of the total industry revenue, while the 4,577 independents got 80 per cent—\$381,000,000 as against the nets \$50,000,000.

Time sales in television accounted for \$455,000,000 (70 per cent) of the revenue, with \$141,000,000 coming from sales of talent, program material and production. In radio, the time sales sang up a monumental 90 per cent of total revenue, totaling \$400,000,000, while talent and program sales only chalked up \$45,000,000.

Time Sales

FCC's breakdown of 1954 time sales by category in TV (before commissions to agencies and representative) shows \$241,000,000 (40 per cent) coming from network time sales to national advertisers, \$177,000,000 (33 per cent) from non-net national advertising and the remaining 22 per cent

(Continued on page 17)

"PASSPORT TO DANGER"



#1 in U.S.*

FLASH! The Warner Company has just ordered "Passport to Danger" for 30 key markets—adding to the 100-plus already sold. Still available—first run of these exciting half-hour adventures in over 150 markets.

Other prestige sponsors include—

- American Bank, Inc.
- Bank of America
- Bank of California
- Bank of Chicago
- Bank of Commerce
- Bank of Montreal
- Bank of New York
- Bank of the South
- Bank of the West
- Bank of the Midwest
- Bank of the North
- Bank of the East
- Bank of the South
- Bank of the West
- Bank of the Midwest
- Bank of the North
- Bank of the East

The Billboard Scoreboard
SYNDICATED FILM PROGRAMS
• Pulse Top 25 Non-Net Shows

Sep. 1955 Rating of Leading Film Shows

- | Rank | Show & Distributor | 1954 Rating |
|------|-----------------------------------|-------------|
| 1. | Passport to Danger (ABC) | 15.8 |
| 2. | Adventure Pathways Presents (ABC) | 14.1 |

ABC FILM SYNDICATION, INC.

NEW YORK
12 E. 40 St.
SU 7-5669

CHICAGO
20 N. Huron St.
AR 3-6566

WILLIAMS
3010 N. Waukegan Rd.
ME 2-3342

DALLAS
2127 Commerce Bldg.
BU 6362

ATLANTA
217 Central Station
MA 4-4411

SAN FRANCISCO
277 Market St.
WH 3-0077

NEW ENGLAND
Rend St.
Western Cities
MA 2-9847

SQUARE DEAL

100% CIRCLE

FILM CATALOGUES
COLUMBUS 3-2180

A Complete Motion Picture List
Serving the Industry

OVER 6 DISCS
11,000 titles in stock

SUDS IN ITS MOUTH!

TV Industry Keeps Its Programs Clean by Careful Self-Censorship

Continued from page 1

evolves hours of protest even when the appeal is in a dress reaching to her chin because she has too much in so many tight places. Tight leotards pants with all skirts are discouraged, while they have been used.

You can't "keep a blonde" on NBC. To indicate that a character is in an opinion due to, however, all right. The opinion is that the remark thus give some a little something more to play with above the table is not acceptable, even though it was accidentally said.

Foreign features provide some of the major problems on air. If one of these doesn't seem to be right together when it gets on TV, the chances are that a bedroom scene was suggested before the picture. The same holds true for old silent movies wherein it was common for a guy to wrestle a gal on a couch

or pick her up and shake her up-side down.

Love Quizzes a Problem
Love quiz shows have been a big problem because audience participation is likely to say anything. Consequently, must be now filmed and then censored. The most hilarious parts of the Crocchio Matti Show, 60 minutes of which is shot, often results in the show being

Dismiss what goes on the air after 9 p.m. are likely to be considerably more adult than those on earlier, and then censored. The most hilarious parts of the Crocchio Matti Show, 60 minutes of which is shot, often results in the show being

What goes on doesn't go also depends considerably on the program. "Mardi," for example, are incidents and terminology that would make the Johnson Office blush deep red. Yet criticism from viewers is practically all.

There is no subject absolutely taboo. Narcotics, for instance, can be treated as long as the program tends to discourage rather than encourage their use.

Sponsors tend to shy away from portraying Negroes in any but the standard roles, because they feel that they are not in the South. Again, however, exceptions are made.

Exposing a religion or race to ridicule is prohibited. The interesting recent ruling is that freedom of religion on the air includes the right to express atheistic beliefs. Moderation prevents another censorship headache.

The ban, for instance, has traditionally been a "sweary" character, but the Latin are objecting and there is now an attempt to

diversify the cast. The A.M.A. speaks at the word "quick." When a joke is made about the inefficiency of plumbers, or the like, the plumbers' union rises in wrath. Some producers have been forced to compromise the religious bodies or internal organization to which they themselves belong, and others have learned to keep a close watch on this.

Moderates, it's agreed, generally have a tendency to be overly sensitive. So far, however, there's been no complaint about the cap always being lifted.

There's almost no objection to alcohol to programming content. Showing a drunk, however, is not permitted unless it's done in slapstick fashion or to depict the evils of over-drinking. Scenes with liquor are generally obtained from old programs and those started at war.

Again Depends on Sponsor

Agony, just what is specifically allowed depends a great deal on the sponsor. Some beer advertisers feel cocktail drinking is all right. Others think that hard liquor is a competitor and an actor is shown quenching his thirst it shouldn't be with anything but beer. There wouldn't allow a cup of coffee to be seen. Coffee, he believes, is a substitute for beer.

Sponsors and censoring agencies departments have both become brutally cautious during the past year or two. The general rule is whether or not a specific act is necessary for plot. Since much of the programming on TV still depends on live films being glibbed with a head to the head, brutality continues to be a problem. (Continued next week)

TCF-TV to Up Output in '56 Via New Skins

HOLLYWOOD, Dec. 3.—TCF-TV, the 20th Century-Fox television subsidiary, will step up output in 1956 and will generally series next season and will generally picture itself after the Screen Gems operation, Irving Asher, the new general manager of the company, said this week.

TCF-TV has also entered into commercial production, turning out these spots for General Electric. An expansion is on tap in this field also, according to Asher, who has been no thought given yet as to whether a separate commercial division will be formed.

Similarly, he stated, how second rate of the company's product are to be handled is a New York decision. However, there are some "faded" indications that production is being thought of since Asher said the company will not always expect to make a profit on the first run.

All of the new shows would be for full start, the negotiations have begun already. One definitely will be "My Friend Flicka," of which several segments are already in the can.

TCF-TV has found out, Asher reported, that it's best to make more than one or two series. It's also been decided not to rest too much on other companies on the lot, but to make it completely a Fox operation.

One plan now being considered is to buy out Fox motion picture properties on television first to see how they're received. Asher declared that a new format is being sought to plug motion picture on the "Twentieth Century-Fox Hour," results to date being less satisfactory.

Offer New Web Reruns

NEW YORK, Dec. 3.—Two more foreign network films shown this week are being considered for rerun syndication. The William Morris agency is understood to be talking to distributors about handling reruns of "Dear Phoebe," starring Peter Lanchester and Martin Armstrong, and "The Mad Girl," starring Melvyn Rooney. Both were on NBC-TV last season.

The Morris office is said to be selling a still guarantee for them. It deals with one of these two, there will be a total of 45 reruns series in syndication.

Fogel to Film 'Express' Pilot

HOLLYWOOD, Dec. 3.—Pilot film of "Rays Express," TV series based on the records of the United States Post Office, by the Fogel and the film, has been scheduled for January production by Syd Field.

Former assistant director of the "Night Train" series, has signed On Hagarty to play the lead in the new show.

IN MEMPHIS

NTA Story Gets Public Response

NEW YORK, Dec. 3.—In the new known instance of a TV film distributor taking its sales story right to the public, the results might have been worth while. In August, National Television Association sent an ad in The Memphis Commercial Appeal asking readers to write in their opinions of its "Tabooed Fury" feature film package. The NTA declared that it had received 874 replies from Memphis TV viewers, and it claimed to be close to a sale in that market.

According to NTA's analysis of the replies, the bulk of the writers said the package that was listed in the ad as a relief from old movies and reruns.

Most of the replies of respondents also asked for earlier showing of feature films, but a bad no accounting of exactly how many made this point.

UPA Shifts Half Of Prod. West

HOLLYWOOD, Dec. 3.—UPA will shift approximately half of its commercial production from New York to Hollywood, Stephen Ross, UPA's president, said today. In the past the animation firm has confined its commercial operation largely to New York, but the move follows the Hollywood shift when big is entertainment shorts and industrial films occurred. The move follows the Hollywood trend in the movement of commercial production from New York to Hollywood. The firm plans to have about 30 employees in its West Coast commercial film department.

Cine-Vue Sets Christmas Pic

NEW YORK, Dec. 3.—Cine-Vue has made up a special one-hour Christmas film from seven subjects in its library. Titled "Christmas Film Festival," it contains of five cartoons with such titles as "Santa's Arrival" and "Christmas Up North" and two live action films.

Paul Smith, sales manager, said he sold it in four states this week via a one-minute trailer and that the Village Corporation is recommending it to its members.

UM&M Nears 170 Cartoons

NEW YORK, Dec. 3.—UM&M has this week reported to be close to taking over distribution of the group 175 Warner Bros. feature cartoons from Mutt Films. This would probably give UM&M the biggest business of cartoons in the business, since it just acquired a big deal as its deal with Paramount.

The Los Angeles office is the only producer Fox kept under its own wing for lost Mutt Pictures for television out of the distribution business last year, turning the half-hour series over to UM&M and the features over to Gold Films.

New KHJ-TV Programming Goes Vidfilm

HOLLYWOOD, Dec. 3.—A new Los Angeles independent station has decided to build its programming around TV film. According to John Reynolds, general manager of KHJ-TV, the outlet is receiving the market for top rated properties.

The General Television-owned channel this week made the first of these purchases, buying "A Man Called X" from Ziv-TV. This is Ziv's winter season, with feature properties expected to be extremely difficult to get until next fall, may local channels expressed surprise that KTTV, traditionally the independent TV film station, allowed the show to slip away.

With KHJ-TV now in the market, however, bidding apparently has become extremely rigid. Reynolds states that he would rather pay a premium for a syndicated show than obtain just an ordinary property for less.

The station is planning to program syndicated film from 8-9 p.m. nightly, Monday thru Friday. From 7 to 8 p.m. will the Saturday features bought from NBC. The 9 to 10-30 slot will continue to be filled by feature movies.

The station previously has concentrated heavily on feature—8 p.m. the Bank of America pictures—and sports, but, according to Reynolds, will now run for a more diversified audience.

The move may push the price of syndicated shows to a new high in Los Angeles, where, relatively, they have already been at three times in any other market.

'HEALTHY PATH AHEAD'

Kaufman Warns Guild Staff on Pessimism

NEW YORK, Dec. 3.—Don't be sure, by the members of guilds in the TV film business, Fred Kaufman, president of Guild Films, declared this week in a statement issued for a special meeting yesterday and today of the entire Guild staff.

Kaufman stated, "Without doubt the time is past due for re-evaluating and re-organizing some of the trends which the industry has been following. Contrary to the thinking of some of the writings I have been reading, our own studios have led us to believe that the healthy path ahead for those film producers and distributors who have the business acumen required is understanding the industry's problems and to solve them."

He continued, "Tougher competition conditions don't mean that we are

industry film men has to fall apart.

When wasn't it tough to do business? For example, failure was predicted for Guild Films when we started a little over three years ago, but we forged ahead anyway. Despite the pessimists, we anticipated these a steady growth, and we look forward now with even greater confidence in the future of the industry."

He said that the annual statement for the fiscal year ending November 30 is expected to show that Guild has about \$2,500,000 in working capital. He told the staff that several new series for release in 1956, produced by both Guild and outsiders, in Hollywood, New York and Europe, will be revealed as soon as schedules are set.



BALTIMORE, ARB, 1955

In only eight months, ZIV-TV's CISCO KID, starring Duncan Renaldo, keeps in Baltimore favor from 7.3 in August 1954 to 28.9 in March 1955.

ARB's... topping other favorite shows like Comedy Hour, Loretta Young, U. S. Steel Hour, etc.

To build a big TV audience faster, get in touch with...



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Occupation or Title

Company

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Send to: The Billboard, 2160 Patterson St., Cincinnati 23, O.

'X' Indicates Ziv Is Sticking To Steady Release Pattern

NEW YORK, Dec. 3.—Despite the apparent tightness of the syndication market, a situation that is expected to cause fewer shows to be put into fall production without prior regional sales, Ziv-TV continues to pursue a steady release schedule come what may. This was indicated this week when Ziv began promoting production sales of the "Man Called X," which is probably scheduled for debut in January or February.

Ziv put the show into fall production as soon as star Barry Sullivan, completed his stint on "The Crime Master" Coast-Marine on CBS-TV two weeks ago (November 10). As far as can be learned, Ziv did not at that time have any sponsors signed.

"Man Called X" will be Ziv's second release this season. The timing almost exactly duplicates the schedule the firm followed last season, when it brought out three new shows, fall, winter and spring. This suggests two possibilities in Ziv's planning for future first-run syndication. Either it hopes to back the bullish trend with a pattern of three new releases a year, or it is trying to get a jump on the spring selling competition.

WCBS Adds 8 Associated Artist Films

NEW YORK, Dec. 3.—WCBS-TV this week added eight first-run features to its roster by closing a deal with Associated Artists. The features are slated for airing on the outlet's "Late Show" and "Early Show" stanzas.

Included in the package are the following features: "The Sea," "Close-Up," "Lost Boundaries," "Tangerine Assignment," "Open Secret," "Mr. From Planet X," "Democracy's Brain" and "Captain Blackjack."

Sterling 'Bowling' Sells in 17 M'kts.

NEW YORK, Dec. 3.—Sterling Television has sold its hour-long "Bowling Time" in 17 markets five weeks after sending out the first audition prints.

Barstow Beer took the show in a three-market spread in Cincinnati, Dayton and Columbus, O.

Over the three previous seasons, Ziv has upped its release schedule on first-run syndication at the rate of one a year.

In the 1952-53 season, it broke one new series, "Favorite Story," which had its debut in September. The next season, 1953-54, it had a going as well as a fall debut, "I Led Three Lives" bowed in September, and "Mr. District Attorney" bowed in April, 1954.

The next season Ziv added a winter release, bringing the total for the season up to three. It opened the season with "Meet Carol Archer," which had its debut in October, 1954. Then, in January, 1955, "The Eddie Cantor Comedy Theater" bowed. This

April "Science Fiction Theater" was Ziv's first-run promotion.

1951-52 Shows

Prior to this line of development, in the 1951-52 season Ziv also made three releases, but the timing was only a rough approximation of last year's pattern. And none of these shows, made when syndication was truly in its infancy and Ziv was without any real competition, went past their first year.

The first show that season was "Story Theatre," which went on in July, 1951 in December "Boston Blackie" bowed. And in March, 1952, it was "The Unexpurgated."

Ziv is understood to have completed four episodes of "The Man Called X" so far.

TPA to Cast Sponsor Salesman in 'Annie'

NEW YORK, Dec. 3.—Network sponsors, in refusing to let themselves get too deeply involved in program production, have often been at pains to get some degree of association for their commercial message. Now Television Programs of America has come up with a sales gimmick on its new "Tugboat Annie" show that will in effect allow the sponsor to write his own salesman into the show.

TPA is selling top advertising that it is reserving a major supporting role in the script for a personality of the sponsor's choice, be it man or woman. The merchandising possibilities of such an arrangement are vast, according to TPA. If the sponsor then the personality can be in a suitable contract, it can use him not only for the commer-

cials on the "Tugboat" show, but to imprint its identification on all its advertising and use him for dealer promotions to boot. This can be particularly valuable to an advertiser riding speculation, where it is often difficult for the individual sponsor to imprint its identification.

TPA is taking the usual step of making this pitch in a full page ad on the back of The New York Times next Wednesday (7). The ad is headed: "This important advertisement is addressed to the following men..." It goes on to name the heads of 22 top advertisers and the three networks.

TPA is touting out the filming of "Annie" to Chermak Productions. The leads for the show have still not been cast, a problem that TPA has been working on for some time.



They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and

oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.



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PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

INDUSTRIAL HEART OF THE TRI-STATE AREA
TV's New Queen

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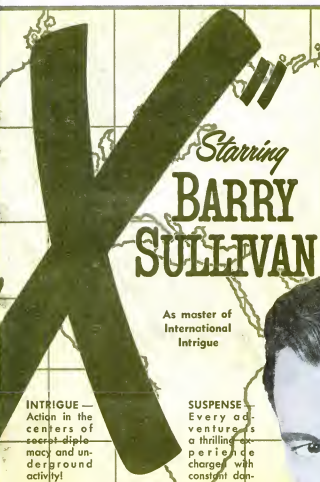
- ★ Chief Analyst—O.N.I.
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- ★ The man who penetrated the intelligence services of the World's Great Powers!

"The Man Called

POWERFUL STORIES revealing the world's
Great Powers locked in a titanic War of Wits
ADVENTURE — An American intelligence
agent's operations on the world's hottest
newsfront!



orful Man of Mystery!



Starring
BARRY SULLIVAN

As master of
International
Intrigue

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Action in the
centers of
secret diplo-
macy and un-
derground
activity!

SUSPENSE —
Every ad-
venture is
a thrilling ex-
perience
charged with
constant dan-
ger!

DANGER is his constant companion!



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★ A name known by a gigantic audience built by 6 years on network radio. Hooper rated in the TOP 10 month after month.



CINCINNATI
NEW YORK
HOLLYWOOD
CHICAGO

NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION

T/Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Quiz & Panel Shows

OCTOBER RATINGS

Rank	Show, Sponsor & Web	Rate
1.	964,000 Questions, Berlin (CBS).....	60.0
2.	You Bet Your Life, Ed. Solo (NBC).....	37.8
3.	Two for the Money, F. Reynolds (CBS).....	36.4
4.	People Are Funny, People-Mate, Tent (NBC).....	34.0
5.	Truth or Consequences, F. Leiford (NBC).....	33.6
6.	Step by Step, Quality Goods (ABC).....	31.5
7.	Beat the Clock, Synkro (CBS).....	31.5
8.	Beat the Band, Dodge-Chavez (ABC).....	30.1
9.	Dollar a Second, Mogendorff (ABC).....	16.0
10.	Maquand's Party, Kow, Ward, Pharmaceuticals, Inc. (ABC).....	17.3

AMONG MEN

Rank	Show, Sponsor & Web	Rate
1.	Life Begins at Eighty, Pharmaceuticals, Inc. (ABC).....	58
2.	Beat the Band, Dodge-Chavez (ABC).....	30
3.	Big Surprise, Spelled, Paves (NBC).....	30
4.	People Are Funny, People-Mate, Tent (NBC).....	30
5.	Chance of a Lifetime, Emerson Drug (ABC).....	30
6.	Two for the Money, F. Reynolds (CBS).....	31
7.	964,000 Questions, Berlin (CBS).....	31
8.	Truth or Consequences, F. Leiford (NBC).....	31
9.	Step by Step, Quality Goods (ABC).....	31
10.	Money to a Million, Williams, Sheffler (CBS).....	30

AMONG WOMEN

Rank	Show, Sponsor & Web	Rate
1.	Life Begins at Eighty, Pharmaceuticals, Inc. (ABC).....	134
2.	Chance of a Lifetime, Emerson Drug (ABC).....	129
3.	Two for the Money, F. Reynolds (CBS).....	127
4.	People Are Funny, People-Mate, Tent (NBC).....	124
5.	Big Surprise, Spelled, Paves (NBC).....	123
6.	Step by Step, Quality Goods (ABC).....	120
7.	People Are Funny, People-Mate, Tent (NBC).....	119
8.	Two for the Money, F. Reynolds (CBS).....	118
9.	Money to a Million, Williams, Sheffler (CBS).....	116
10.	Dollar a Second, Mogendorff (ABC).....	115

AMONG CHILDREN

Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock, Synkro (CBS).....	56
2.	Dollar a Second, Mogendorff (ABC).....	53
3.	People Are Funny, People-Mate, Tent (NBC).....	53
4.	Two for the Money, F. Reynolds (CBS).....	51
5.	Money to a Million, Williams, Sheffler (CBS).....	51
6.	Two for the Money, F. Reynolds (CBS).....	51
7.	Two for the Money, F. Reynolds (CBS).....	51
8.	Two for the Money, F. Reynolds (CBS).....	51
9.	Two for the Money, F. Reynolds (CBS).....	51
10.	Two for the Money, F. Reynolds (CBS).....	51

LATEST NETWORK RATINGS

Pulse Top 10 TV Web Shows

(October, 1955)

• Indicates Film

Rank	Show, Sponsor & Web	Rate
1.	964,000 Questions (CBS).....	60.0
2.	Big Surprise, Spelled, Paves (NBC).....	37.8
3.	Two for the Money, F. Reynolds (CBS).....	36.4
4.	People Are Funny (NBC).....	34.0
5.	Chance of a Lifetime (ABC).....	34.0
6.	Money to a Million (CBS).....	31.5
7.	Beat the Clock (CBS).....	31.5
8.	People Are Funny (NBC).....	31.5
9.	Money to a Million (CBS).....	31.5
10.	Beat the Band (ABC).....	30.1

Pulse Top 10 Multi-Weekly Shows

(October, 1955)

• Indicates Film

Rank	Show, Sponsor & Web	Rate
1.	964,000 Questions (CBS).....	60.0
2.	Big Surprise, Spelled, Paves (NBC).....	37.8
3.	Two for the Money, F. Reynolds (CBS).....	36.4
4.	People Are Funny (NBC).....	34.0
5.	Chance of a Lifetime (ABC).....	34.0
6.	Money to a Million (CBS).....	31.5
7.	Beat the Clock (CBS).....	31.5
8.	People Are Funny (NBC).....	31.5
9.	Money to a Million (CBS).....	31.5
10.	Beat the Band (ABC).....	30.1

• ARB Top Shows Among Kids

New Network Shows Rated Among Children in October

This weekly audience composition analysis shows the relative popularity of network series in Class "A" (see separate of program type, by number of viewers estimated according to sex and age. On consecutive weeks, this chart shows popularity among kids, women and children. For additional information on audience size or composition, please consult ARB, National Prime Ratings, Washington 4.

(October, 1955)

Rank	Show, Sponsor & Web	Children Per Set	Rate
1.	"Mickey Mouse Club, Partic. (ABC).....	1.92	14.3
2.	"Comrade Cody, General Foods (NBC).....	1.79	10.5
3.	"Duke Johnny Gons, Lever Bros. (CBS).....	1.77	5.2
4.	"Barber Bill's Cartoons, Gen'l Mills (CBS).....	1.74	3.7
5.	"Paul Winfield, Nat. (NBC).....	1.70	10.4
6.	"Disneyland, Derby, Amer. Motors (ABC).....	1.70	35.6
7.	"Howdy Doody, Partic. (NBC).....	1.67	9.3
8.	"Tales of the Texas Rangers, Gen'l Mills (CBS).....	1.65	12.5
9.	"Winky Dink and You, Ideal Toy (CBS).....	1.63	5.2
10.	"Captain Midnight, Wonder Co. (CBS).....	1.61	9.7
11.	"Wild Bill Hickok, Kriggs (CBS).....	1.60	10.9
12.	"Run Tin Tin, National Bureau (ABC).....	1.53	23.7
13.	"Pinky Lee, Partic. (NBC).....	1.51	7.7
14.	"Dag Doug School, Sent. (NBC).....	1.46	5.7
15.	"Roy Rogers, Gen'l Foods (NBC).....	1.46	18.7
16.	"Mr. Wizard, Sent. (NBC).....	1.45	6.9
17.	"Loose Ranger, Gen'l Mills (CBS).....	1.45	9.8
18.	"Loose Ranger, Amer. Dairy (ABC).....	1.43	18.4
19.	"Super Circus, Chas. All. (ABC).....	1.41	6.3
20.	"Big Top, National Dairy (CBS).....	1.38	14.7
21.	"Lassie, Campbell Soup (CBS).....	1.34	22.6
22.	"Captain Callie, H. J. Heinz (NBC).....	1.30	10.7
23.	"Robin Hood, Johnson & Johnson, Wildroot (CBS).....	1.21	10.0
24.	"Gene Autry, Wright (CBS).....	1.10	11.5
25.	"Topper, Standard Brands (ABC).....	1.08	12.1

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Westerns

SEPTEMBER RATINGS

Rank	Show & Distrib.	Rate
1.	Annie Oakley (CBS).....	10.0
2.	Hopalong Cassidy (NBC).....	10.0
3.	Clint Eastwood (Ziv).....	10.0
4.	Wild Bill Hickok (Flamingo).....	10.0
5.	Death Valley Days (Pacific-Born).....	9.1
6.	Ranger Rider (CBS).....	9.1
7.	Stories of the Century (Hollywood).....	7.9
8.	Gene Autry (CBS).....	7.2
9.	Steve Donovan, Western (Marshall).....	7.2
10.	Kit Carson (Coca-Cola).....	6.5

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes
1.	Hopalong Cassidy (NBC).....	224
2.	Gene Autry (CBS).....	228
3.	Death Valley Days (Pacific-Born).....	216
4.	Annie Oakley (CBS).....	216
5.	Ranger Rider (CBS).....	213
6.	Kit Carson (Coca-Cola).....	213
7.	Clint Eastwood (Ziv).....	213
8.	Stories of the Century (Hollywood).....	201
9.	Wild Bill Hickok (Flamingo).....	186
10.	Wild Bill Hickok (Flamingo).....	186

AMONG MEN

Rank	Show & Distrib.	Rate
1.	Death Valley Days (Pacific-Born).....	61
2.	Hopalong Cassidy (NBC).....	60
3.	Stories of the Century (Hollywood).....	60
4.	Gene Autry (CBS).....	58
5.	Ranger Rider (CBS).....	58
6.	Kit Carson (Coca-Cola).....	54
7.	Clint Eastwood (Ziv).....	54
8.	Gene Autry (CBS).....	54
9.	Wild Bill Hickok (Flamingo).....	41
10.	Annie Oakley (CBS).....	38

AMONG WOMEN

Rank	Show & Distrib.	Rate
1.	Stories of the Century (Hollywood).....	73
2.	Death Valley Days (Pacific-Born).....	72
3.	Hopalong Cassidy (NBC).....	70
4.	Gene Autry (CBS).....	67
5.	Annie Oakley (CBS).....	66
6.	Clint Eastwood (Ziv).....	66
7.	Ranger Rider (CBS).....	66
8.	Clint Eastwood (Ziv).....	66
9.	Steve Donovan, Western (Marshall).....	60
10.	Wild Bill Hickok (Flamingo).....	50

AMONG TEENS

Rank	Show & Distrib.	Rate
1.	Kit Carson (Coca-Cola).....	59
2.	Clint Eastwood (Ziv).....	58
3.	Steve Donovan, Western (Marshall).....	57
4.	Ranger Rider (CBS).....	54
5.	Annie Oakley (CBS).....	54
6.	Clint Eastwood (Ziv).....	54
7.	Gene Autry (CBS).....	54
8.	Wild Bill Hickok (Flamingo).....	54
9.	Clint Eastwood (Ziv).....	54
10.	Hopalong Cassidy (NBC).....	52

AMONG CHILDREN

Rank	Show & Distrib.	Rate
1.	Annie Oakley (CBS).....	102
2.	Steve Donovan, Western (Marshall).....	95
3.	Ranger Rider (CBS).....	94
4.	Hopalong Cassidy (NBC).....	93
5.	Wild Bill Hickok (Flamingo).....	91
6.	Clint Eastwood (Ziv).....	91
7.	Gene Autry (CBS).....	91
8.	Kit Carson (Coca-Cola).....	91
9.	Clint Eastwood (Ziv).....	91
10.	Death Valley Days (Pacific-Born).....	87

• Pulse Top Pix Among Kids

New Non-Net Films Rated Among Children in September

This weekly audience composition analysis shows the relative popularity of non-network series in Class "A" (see separate of program type, by number of viewers estimated according to sex and age. On consecutive weeks, this chart shows popularity among kids, women and children. For additional information on audience size or composition, please consult The Pulse, Box 15, New York, N. Y. C.

Rank	Show, Sponsor & Web	Children Per Set	Rate
1.	"Annie Oakley (CBS).....	1.02	10.9
2.	"Little Rascals (Interstate).....	0.99	11.1
3.	"Barnard of the Jungle (TPA).....	0.98	7.1
4.	"Abbott and Costello (NBC).....	0.98	7.6
5.	"Steve Donovan, Western (Marshall).....	0.98	6.8
6.	"Ranger Rider (CBS).....	0.94	8.2
7.	"Hopalong Cassidy (NBC).....	0.93	10.4
8.	"Superman (Flamingo).....	0.93	10.9
9.	"Wild Bill Hickok (Flamingo).....	0.91	10.0
10.	"Captain Z-R (Atlas).....	0.91	3.8
11.	"Cowboy G-Men (Flamingo).....	0.89	3.7
12.	"Gene Autry (CBS).....	0.89	7.3
13.	"Kit Carson (Coca-Cola).....	0.89	5.5
14.	"Clint Eastwood (Ziv).....	0.88	10.0
15.	"Lassie (NBC).....	0.88	11.5
16.	"Budge Budge (NBC).....	0.87	10.5
17.	"Soldiers of Fortune (MCA).....	0.87	10.0
18.	"Death Valley Days (Pacific-Born).....	0.87	9.1
19.	"Monty Python (Ziv).....	0.87	11.5
20.	"Year All Star Theater (Seven Gems).....	0.87	41.3
21.	"Joe Palooka (Columbia).....	0.87	20.1
22.	"Clint Eastwood (Ziv).....	0.87	11.5
23.	"Beacon Buckle (Ziv).....	0.87	34.4
24.	"I Led Three Lives (Ziv).....	0.87	12.3
25.	"Annie's 'n' Andy (CBS).....	0.87	9.2

Notes: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

• New TV Spot Campaigns

Future National Spot Drives—
Contracts Being Signed Now

Deals Set During Two Weeks Ending November 26

This initiative is the result of a survey made by The Billboard staff of U. S. TV stations. It shows new national spot campaigns which were reported as on during the survey period and which, regardless of the timing of its data of these campaigns.

NATIONAL SUMMARY

Continued on page 18

Product and Advertiser	Product and Advertiser
Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

REGIONAL SUMMARIES

Eastern

Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

Southern

Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

Midwestern

Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

Southwestern

Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

Rocky Mountain & West Coast

Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

THIS WEEK'S FILM BUYS

Continued from page 15

NEW FILM DIVISION

Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid

WALTER SCHWIMMER PRODUCTIONS

Amoco Dist. Product, A. P. Black, Black

SCREEN GEMS

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

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Amoco Dist. Product, A. P. Black, Black

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CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

THE BILLY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

CELEBRITY PLAYBOY

Amoco Dist. Product, A. P. Black, Black

UPCOMING FILM SERIES

This chart is a compilation of new TV film series about which The Billboard carried news matter in the past. For information on the status of each series will be found in the listing in the last column of the chart. The "C" beside the title and type of a program indicates it will be in color. The symbol "U" listed after the production date refers to a pilot film.

Program (Type)	Producer	Pilot's Date	Info in
Amoco Dist. Product, A. P. Black, Black	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Amoco Home, West, East, Black, Black	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55
Colgate Bros., Standard Supply, Colgate	Midwest Land Bank, Post Paid	12/10/55	12/10/55

QUALITY

is our business

Plus personalized service

in the East

It's...

MOVIELAB

ROUND-THE-CLOCK SERVICES

Negative Developing
First Print Department
Ultra Violet and
Flash Photo Printing
16mm and 35mm
Release Printing
Kodachrome Printing
63 Editing Rooms
SPECIAL TV SERVICES

For Color It's

New Celebrating Our 25th Anniversary

Rainbow

MOVIELAB FILM LABORATORIES, INC.
619 West 54th Street, New York 19, N. Y. JUDSON 6-0360

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard lists programming . . . the perfect editorial atmosphere for TV advertising.

Radio, TV Take

Continued from page 8

Radio reversed the rise sales take in contrast with television. Advertisements accounted for \$247,000,000, or 55 per cent, of the sales; national non-air sales were paid \$120,000,000, or 27 per cent, while the net time sales to national advertisers were only \$44,000,000, or 10 per cent.

Network profits reported by "Time TV network" (12th Month) still in network status in 1954), including all their owned stations, totaled \$36,500,000 before taxes—double their 1953 profits. Among the top, 52 pre-frozen stations averaged profits of over \$700,000 a station, to total \$67,000,000. Of the 362 post-frozen stations, the majority operating less than one year in full years after the 1952-53 of the "freeze," most found higher, in FCC reported in the pre-frozen financial survey (The Bill Board, August 27). The 377 post-frozen VHF's showed over-all loss of \$3,500,000, while 123 UHF's lost \$10,000,000.

Radio Profits
Radio network profits, including 1954's, in nationwide and state stations, were \$5,500,000, a drop of 22 per cent below the peak year of 1953. In the over-all radio business, 31 per cent reported losses in 1954, while only 33 per cent lost in 1953 and 30 per cent in 1952.

RETMA to Compile Industry Records

Monthly Statistics to Be Kept on Factory Sales of Phono Equipment

By RITA GRESVATT
NEW YORK, Dec. 3. — The Radio-Electronics-Television Manufacturers' Association has developed a tentative plan for compiling monthly statistics of factory sales of all types of record-playing equipment. Full details of the project, in the planning stage for two years, will be disclosed by William F. E. Long, manager of RETMA's relations department, at a meeting of phonograph and record player manufacturers Monday (5) at Chicago's Conrad Hilton Hotel.

Long said here yesterday that RETMA considers 50 prime manufacturers as representing the great bulk of production of packaged high fidelity units. Of these, 25 of the largest have already indicated support for the program. Of the balance, at least 15 are expected to attend the special meeting and ultimately lend their backing.

Due to the numerous types of products that fall within the category of phonograph sets and the lack of any clear definition of what a hi-fi and what is not, previous attempts to develop accurate industry production figures have all fallen by the wayside. Now, according to Long, the Association has developed a factory sales report form that overcomes most previous objections. Application of the same tight security standards now obtainable only in RETMA's regular audits of the radio-TV industry volume are expected to eliminate another potential barrier to accurate phono industry figures.

Questionnaires
Confidential monthly questionnaires will be filled out by all manufacturers who undertake the plan, and resulting sales figures will be tabulated according to price range

and speed. Only those firms actually taking part in the plan will have access to the final industry figures.

RETMA has already initiated a similar compilation of sales volume in the component parts industry. Figures for the first month, representing 32 firms, representing more than 80 per cent of industry volume, are now being tallied. Long says.

Recently, RETMA also became active in the record industry. Working with the Record Industry Association of America, a plan was worked out for the American Institute of Marketing to conduct a regular survey of disc factory mills. Operation of the study is now handled by the institute with RETMA overseeing the entire operation. According to Long, more than 30 discmakers, including all major and representing better than 90 per cent of industry volume, are taking part.

RETAIL ENTRY DUE

ABC Lenders Plan Subway EP Tests

NEW YORK, Dec. 3.—The announcement this week by the ABC Vending Corporation of its imminent entry into the record retail business. New York subway newsstand outlets appeared to have several key points yet unmentioned. That the firm will test sales of seven-inch EP records on 25 of its stations in Independent Subway system, which understands the plan. Other aspects of the project, brainchild of H. Monckel Schickel, ABC's specially retained consultant, have come in for the harshest, tongue-in-cheek criticism from industry brass.

Schickel, who heads Nova Electronics, a contract firm, has said he plans on marketing EP pop albums of all major labels and will also feature a private "ABC" label to sell for 98 cents. For the time being, Schickel indicated he had already set tentative deals with at least a half dozen labels.

Enter Talks
Altho the operation reportedly will get under way Saturday (10), some label deals were already having been approached by Schickel, while others await to materialize. Among the latter are the record firms. Even, Tarr, RCA Victor, syndicate sales manager, pointed out that he discussed the project with several of his associates some time ago but hasn't spoken to him recently. Tarr said he doesn't believe "Victory" has the materials have any kind of deal with ABC.

As for the use of name labels

Hilliard Will Direct Ball's Sales & Rep.

NEW YORK, Dec. 3.—Jimmy Hilliard, who leaves Label "K" the end of this month to take over as president and general manager of the new Ball's disc company, expects to personally direct both sales and recording for the Chicago outfit.

According to Hilliard, as definite policies for the new label will be set until after the company has been set up in Chicago. Meanwhile, David Hilliard, he is staying at the "K" desk him, wrapping up plans for the Victor subsidiary's 1956 package program and the January 1 changeover to a new "Vik" moniker. However, he has emphasized that Ball's would start slowly and expand as sound economies so dictate.

Initially Hilliard expects to release only singles, with packages to follow after about six months. White most of the first items will be pop tunes.

(Continued on page 81)

BM's HONOR ROLL R & B. Contrilutes 16 Award Songs

NEW YORK, Dec. 3.—The tremendous acceptance of rhythm and blues material in the face of adverse pressures from within and without, made the industry will be highlighted in a major way Monday (5) when Broadcast Music, Inc., makes its annual awards to writers and publishers of outstanding songs cleared thru BMI.

Of the 28 tunes listed as award songs by BMI, no less than 16 are of R & B. derivation, and all of the 16 created a stir not only in the R & B category but in the national pop market as measured by such barometers as The Billboard Honor Roll of Hits.

The impending list of the 16 R & B-derived tunes includes the following:
Are Music's "Maybellene," written by Alan Freed, Charles Edward Berry and Russell D. Fratto, and "Sonchey," by Harvey Fuqua and Alan Freed; "The Bird," by Louis Jordan and "Shave," by Anthony (Fats) Domino and David Bartholomew, and "I Hear You Knocking," by Paul King and David Bartholomew. Grade Music-Begum Music's "Hearts of Stone," by Rudy Jackson and Edwyne Roxy; Ray Charles' "I Can't Stop Loving You," by the company's "Pickin' My Love," by Doc Robey and Ferdinand Washington.

Low's "Rock Love," by Henry Green, and "Seven," by Roy Bennett, John Young Jr. and Henry Green; "The Bird," by "The Bird," by Roy Bennett, John Young Jr. and Henry Green; "The Bird," by Roy Bennett, John Young Jr. and Henry Green; "The Bird," by Roy Bennett, John Young Jr. and Henry Green.

Savoy and Republic Music's "Don't Be a Sissy," by Saggy Brown, Ray Marie McCoy and Fred Mendelsohn; Wildwood Music's "Only You," by Andre Rand, and "The Bird," by Roy Bennett, John Young Jr. and Henry Green.

Columbia Says Cub Plan Aids Stores

NEW YORK, Dec. 3.—Sales statistics analyzed by Columbia Records have added strong evidence to the company's contention that heavy advertising of LP's featured in its mail-order clubs will actually stimulate store sales of the very same titles.

The case in point is the original-cut disk of "Fountain Song," which has enjoyed an unprecedented retail spot since it began to figure in club ads last August. This-quarter retail sales of the record, estimated at 1,600 units, running neck and neck with most of the control LP "Kismet." Latter practice has been outstanding success story in previous months by a two-to-one ratio, Columbia sales assured.

CHURCH IS SITE OF DJ SERIES

BATON ROUGE, La., Dec. 3.—Don Sherran, WAFB deputy chief, who has been using (28) night, first he launched a series of on-the-air record hops for teen-agers from the recreation center of Trinity Episcopal Church. The event—aish points up the growing understanding between the popular music world and religious sects in this country—was sponsored by the Baton Rouge Chapter of Baton Rouge Church of Christ (including the Rev. Mr. P. J. Pugh) and anti-puritanism were interviewed by Sherran during the broadcast. Mrs. Pugh and anti-puritanism were interviewed by Sherran during the broadcast. Mrs. Pugh and anti-puritanism were interviewed by Sherran during the broadcast.

DISK VENDERS Machine Holds 450 Records

LOS ANGELES, Dec. 3.—Record Automat, Inc., is testing a record vending machine here. The coin device, which stands 6 feet high, holds 18 records and is capable of selling 45 copies. All are 45 r.p.m. disks.

The coin slot accepts four quarters or six pennies, 11 cents in change with the record purchased. Record Automat's plans to sell 450 per cent of the machine to go to the location owner. Provision on the vendor is made to plug radio programs handling the device special machine on a tie-in basis.

M-G-I Sets 5 'More risks' Shots in TV

Dootie Wili's "Parti Whiffa," "Earth Angel," "Burt Williams," and Tollen Ma's "At My Front Door," by Johnson and Frost About

NEW YORK, Dec. 3.—M-G-M Records, which has spent much with its 40 half-hour-TV campaign, having scored successful TV spots for artists on two of its latest records, the disk has already set five more TV spots for sale.

With its present spot now on overtime scheduled producing six-year-old Betty Johnson's "Parti Whiffa" (4) followed by the disk's appearance on Perry Como and Dave Aronson NBC-TV shows, the disk has started from the corner of the CBS-TV's screen she tonight. The spot will also have been introduced on the NBC-TV soap opera, "Modern Romance."

Two way time disks are also in the works from M-G-M and M-G-M files leaving disk stars. The record tracks from the "Kismet" look up a placement on the "M-G-M Parade" TV show December 14 and 15. The camera will focus on the record cover, with the package heavily pushed in a gift item. Don Amos will be the host of the show, and the disk will be the new one, "Forever Darling," the "I Love Lucy" show December 15. Dots will be in the hands of jockey and dealers the following day.

James Brown, who introduced his new 45 "The White Buffalo" on his TV series, "The Fun Fun" show last fall, follows up with a recent offering of the same. The "Kismet" look up a placement on the "M-G-M Parade" TV show December 14 and 15. The camera will focus on the record cover, with the package heavily pushed in a gift item. Don Amos will be the host of the show, and the disk will be the new one, "Forever Darling," the "I Love Lucy" show December 15. Dots will be in the hands of jockey and dealers the following day.

Norm Wieland To Join BB

N.W. YORK, Dec. 3.—Norman Wieland will join The Billboard as vice president in January 1. He will take over the slot in the past held by Henry Chas. who is on the leave. The Billboard to take an executive position with Dot Records (see separate story).

Wieland is a former accounts manager for the Dike and Finkle Advertising Agency and has had extensive experience in the advertising field in several other capacities.

He is now on the staff of the record business. At one time he owned his own independent label, and is in best terms with the Richard Heister and Mal Hallett orchestra.

Factor to Ink Billy Eckstine

NEW YORK, Dec. 3.—A report certain this week that warbler Billy Eckstine will be signing with M-G-M next year January 31.

Milt Ekert, who manages Eckstine's career, is a musical director-arranger, who has been in the music business for many years. He is now in the music business for many years. He is now in the music business for many years. He is now in the music business for many years.

RCA to Include Pubs Credits On Pop Disks

NEW YORK, Dec. 3. — RCA Victor broadcast will include publisher credits on all pop singles releases, and it is believed that all major labels will follow suit. Victor's acquiescence to this was motivated by Harry Fox, publisher agent and trustee, who told Victor by supplying information as to publishers and clearances where necessary.

General crediting of publishers on labels is expected to eliminate considerable confusion. The Fox office believes it will facilitate the proper crediting of performances. Hereafter, most labels should include publisher credits only on those white label display promotional disks. Many labels put refused to take the trouble of including publisher credits on regular issue disks.

A Necessity?
Publishers, in addition to a general desire to use a standard provision for the copyright proprietor, feel that publisher credit on regular issue disks is in view of the increasing share of income now derived from performance. Not all displays receive the promotional disk. Displays at smaller stations, particularly, are often omitted from display lists.

Many such displays have to purchase their disks either from dealers or from the various insurance agencies offered by record manufacturers. These disks, however, are finished records. Inclusion of the publisher's name will mean there can be no confusion as to the proper logging of performance.

Roy Dunnann To Good Time

HOLLYWOOD, Dec. 3.—Roy Dunnann, formerly director of Capitol Records' Coast recording studio operation, has joined the staff of Good Time Jazz Records, and its subsidiary label Contemporary Records.

Dunnann's appointment signals the start of a program of expansion for the label that will construct their own high fidelity recording facilities at the firm's existing staff. Good Time Jazz President Levine Koenig disclosed the firm will be launching 12-inch LP's weekly. Current release of an 12-inch LP's includes 30 sides by the Firehouse Five. The package is a three-volume Christmas set at a retail list of \$15.

CHURCH IS SITE OF DJ SERIES

BATON ROUGE, La., Dec. 3.—Don Sherran, WAFB deputy chief, who has been using (28) night, first he launched a series of on-the-air record hops for teen-agers from the recreation center of Trinity Episcopal Church. The event—aish points up the growing understanding between the popular music world and religious sects in this country—was sponsored by the Baton Rouge Chapter of Baton Rouge Church of Christ (including the Rev. Mr. P. J. Pugh) and anti-puritanism were interviewed by Sherran during the broadcast. Mrs. Pugh and anti-puritanism were interviewed by Sherran during the broadcast.

DECCA is No. 1

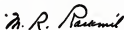
As the year draws to a close, there is every indication that 1955 will be one of the most successful years in the busy history of Decca Records.*

Decca is today the Number One label in the popular album business. Our position in the single record category needs no comment.

Our sales reports show, beyond a doubt, that season by season and in every division, sales have exceeded our most optimistic predictions. It is only right that we acknowledge the teamwork that made this possible: the teamwork of excellent product and presentation, of creative selling and alert distribution.

We would also like to express our deep appreciation to the record dealers, coin machine operators, disk jockeys, and others who have given us such wonderful cooperation.

Sincerely,



Decca Records, Inc.
Milton R. Rackmil,
President

* A substantial increase in the Decca Records, Inc., Dividend Rate to Stockholders was announced last week.

the Best...

Best female vocal group of 1955—
 juke box Operators of America—
 Cash Box Poll.



CORAL
 POP
 HITS
 FOR
 XMAS

the McGuire Sisters

Two great New Hits!

(BABY, BABY)

BE GOOD TO ME

MY BABY'S GOT SUCH LOVIN' WAYS

CORAL 61532 9-61532



THE BIG
 HITS
 ARE ON

CORAL RECORDS

America's Fastest Growing Record Company

Yes, the Xmas Hit
of 1955

NUTTIN' FOR CHRISTMAS

recorded by

STAN FREEMAN...Capitol
RICKY DAVO...Columbia
FONTAINE SISTERS...Dot
JOE WARD...King
ART MOONEY and
BARRY GORDON...MGM
CARITA ETTI...RCA Victor
HOWIE and JETTON...RCA Victor
HILL & RANCE SONGS



Rock Around the Clock
and now...
**ROCK-A-BEATIN'
BOOGIE**

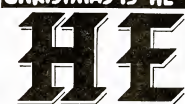
MYERS MUSIC, INC. 112 N. 12th St.
Phila., 5, Pa.

a big one...
**There Should
Be Rules**

performed by
Betty Madigan
MGM 65-10994
A MCA Records Release

Promotional Records
Any wanted without charge, promptly
shipped, and with full information
on availability, independent record
companies and national pressing.
TEB GAYLE
P.O. Box 1000, Santa Ana, California

CHRISTMAS IS 'HE'



'HE' IS CHRISTMAS

when answering ads...

SAVY YOU SAW IT IN THE BILLBOARD

ANOTHER BMI "PIN-UP" HIT

SIXTEEN TONS

Recorded by
Johnny Burnum...Capitol
John Burnum...Capitol
Bobbie Jones...Decca
Harris & the Dixie Fly Top
Published by
AMERICAN MUSIC, INC.

Breaking for a HIT REMEMB'RING

Recorded by
TERESA BOWEN...Capitol
P. L. RAY...Capitol
GEORGE GARD...Capitol
Bourne, Inc. 124 W. 4th St.
N. Y. 10, N. Y.

If yer gettin'
NUTTIN', better
**HANG
THE
MISTLETOE**
ARDMORE MUSIC CORP.

It's Here To Stay
E HOME A LITTLE MORE ON
SANTA'S SLEIGH

SANTA COMES ON
CHRISTMAS EVE
JOHNIE 1937-1938 Melburn
Published by MELBURN & MADGON 200
2124 St. Alameda Los Angeles, Calif.

**YOU DON'T HAVE TO BE
A SANTA CLAUS**
(When Christmas Comes Around)
Written by JERRY RAY

Sung by
MILLS BROS.
OSCCA 129734
Published by
SON STIMPEL, INC.
31 West 42 St. New York 18, N. Y.
Zelle Publishing Agency
140 W. 54 St. New York 18, N. Y.

New Mail Order Record Club Being Formed

Ira Hirschmann to
Use Recordings of
French Disk Club

NEW YORK, Dec. 3.—Discu-
sion is currently under way that
may lead to the establishment of a
new mail-order record club able to
call on a large catalog of recorded
material.

If the deal falls, the club will be
operated through an enterprise headed
up by Ira Hirschmann, business-
man long prominent in musical af-
fairs. Hirschmann for many years
was the backer of the New Friends
of Music concerts in this city.

Disc material will come from the
Club du Disque Français, con-
sisting of mail-order firms. This
company also operates affiliated
record clubs in Belgium, Germany
and Switzerland. Founded about 10
years ago, it originally sold records
through the mail, entering the record
field about three years ago.

S. M. Stern, one of the owners
of the French operation, is now
in this country and is understood
to be negotiating with Hirschmann.

The club catalog includes popu-
lar light popular and classical se-
lections, recorded by both American
and European talent.

Mooney Pact With Gordon Tips Hassle

NEW YORK, Dec. 3.—Ol-
der Art Mooney's signing of
Barry Gordon, seven-year-old
M-G-M disk star, to a personal
management contract this week ap-
peared to be laying the ground-
work for a first-class legal hassle.

George Scheck, producer of the
Du Mont network TV kid show,
"Starline," said yesterday that he
has had the youngster under his
wing for two years, during which
time he has featured the lad on
his own TV show and got him
shots on other TV shows, including
the Jack Paar, Jackie Gleason, Red
Skellern and Milton Berle shows.
Scheck also pointed out that he
set Gordon's appearance on the
Ferry Cross show Saturday (28)
in connection with the M-G-M
disk "Nuttin' for Christmas,"
recorded with the Mooney brood.
Scheck's management agreement
with the boy reportedly will last 10
months to run.

RCA Victor Intros New Twin Portable

CAMDEN, N. J., Dec. 3.—A
two-speaker portable Victor
phonograph weighing less than 25
pounds and including a three-speed
changer was announced yesterday
by the RCA Victor Radio and "Vic-
torets" division. The newly de-
signed unit has a large-type case
in two-tone gray with a coral and
charcoal colored grill cloth.

According to James M. Toney,
vice-president of the division, the
new model 668S will be nationally
advertised at \$79.95, a reduction
of \$20 on the price of the former
model.

Every conceivable kind of
**EQUIPMENT,
SUPPLIES AND
SERVICES**
Has Been Sold In The Billboard

RAGS TO RICHES FOR DORIS DAY

HOLLYWOOD, Dec. 3.—
The rewards the music busi-
ness has to offer extend far
beyond mere fame and for-
tune. Tho the byproducts of
the industry are often likened
to the pot of gold, disk artists
often manage to establish an
identity thru other channels.
Such is the case of Colum-
bia Records' Doris Day, who
this week announced the
forthcoming issue of a line of
records bearing her name.
Day was made in association
with Ted Lash, company, in-
c., maker of Little Miss Eng-
lish, a line of records which
produce the ladies' line.

National promotion on the
new line will be tied in with
Miss Day's new film, "The
Quality of Mercy" and
M-G-M's "The Amazing Nellie
Bly."

Columbia Halts Special Price Plan on EP's

NEW YORK, Dec. 3.—A mod-
ification of Columbia Records' in-
novative price marketing plan in-
volving EPs has been set by the
diskery sales chiefs. Under the
plan three EPs have been offered
to dealers at 85 cents each on
initial order, rather than the normal
90 cents.

No additional EP's will now be
offered at the special price for the
next two or three months, accord-
ing to Hal Cook, director of sales.
But, he indicated, will give the
company a chance to evaluate the
amount of re-orders racked up at
regular prices, and then measure
the spent credited to the incentive
offer. Initial distributive reaction
has been five times the normal
rate (The Billboard, December 3).

SPA Meets on Pubber Pacts

HOLLYWOOD, Dec. 3.—A spe-
cial committee of the Songwriters,
Publishers and Music Men
Association (SPM) to discuss opening
publisher contract provisions with
West Coast clients. SPA's current
contract with the publishers runs
out in 1956, and negotiations
for a new standard pact are ex-
pected to begin soon after the first
of the year.

The SPA contract platform
committee deliberations are still in
the preliminary stages, final de-
mands by the publishers are ex-
pected to spell more possible
provisions regarding copyright re-
newals, collection and payment of
royalties rates from record
companies, and the expenditure of
promotional moneys.

Bel Canto to Tape Essex, Media Wax

HOLLYWOOD, Dec. 3.—Bert
Molloy, general sales manager of
Bel Canto prerecorded tapes, this
week disclosed the acquisition of
tape rights to the Essex and Media
records catalogs. Wax includes num-
bers by such artists as Muddy Kelly,
Buck Clayton, Chorus, Jay White and
Billy Butterfield.

Initial plans call for the release
of a tape series called from the
associated labels after the first
of the year. To date, Bel Canto
has released a package of Christ-
mas carols by Robert Mott.

CUSTOM WAX

Diskery Exec Says Prices May Increase

NEW YORK, Dec. 3.—Heavy
rains this week that major record
manufacturers would up their rates
definitely for the custom pressing
of singles was after the first of the
year, were not partially depleted
by demands from diskery execs.

Talk had it that the rates would
go up six cents per pressing over
the norm's 14-to-16-cent rate. This,
some diskery execs, would be a
direct move to cut their promo-
tional budgets. The index, of
course, have been kept in line for
volume of the majors over the past
year.

Only one major firm spokesman
confirmed that such consideration
had been given to a pressing hike,
but was not yet decided. He spoke
of 3 cents per side. He spoke
only under a tight assurance of
anonymity.

Goodman Push

Continued from page 10

James, Gene Krupa and Teddy
Wilson, all of whom are also in the
line.

The second track itself is un-
likely to become available on disk
due to contractual obligations of
several artists to different dis-
cords.

Still another new Columbia 12-
inch will be "Vintage Goodman,"
including 1951-52 recordings, a
which preceded the King's swing
bopday.

The big Goodman hit packages,
"The Complete Art Collection of
1935" and the "Benji Goodman
Concert 1937-38," will figure
prominently in the new line-up.
The latter set will be re-
titled "The King of Swing."

Dealer Alids
All newly shipped Goodman
LP's will have a silver wrap-around
band, and dealers will be supplied
with extra quantities of these for
stock on hand. Dealers will be
expected to set up special bins for
BC sets. There also will be a
special window display equip-
ment for the BC highspots and
other label in the shop. Newspa-
pers in key cities will carry a news
item in big ads. Decca, and the
company will foot the bill for
TV spots.

For deejays, Columbia is giv-
ing out a list of new LP's plus
special BC voice tracks.

Mercury, Wing

Continued from page 10

also back after it at the same
time by Wing warblers. David
Carroll will oversee the Midwest
musical operation of the Wing
and Mercury, with Wing's new
artist and repertoire chief Chuck
Gale reporting to him. Carroll,
in turn, reports to Mercury's
veepee Art Tunesdays.

Single this week replaced Lew
Douglass, who has managed to be-
come made director and assistant
to Jimmy Hill on the new
radio show (see separate story).
Made firmly worked as Douglass
assistant.

RIGHT FROM THE ORIGIN... NEW HIT

THE JAPANESE FAREWELL SONG

Recorded by the Japanese
KAY CEE JONES
on Alltop Records
RANGER MUSIC, INC. 124 W. 4th St.
N. Y. 10, N. Y.

WHAT DO YOU
HAVE TO SELL?
NEW HIT
ESSEX RECORDS
COLUMBIA, 910

200,000 SOLD IN LAST TEN DAYS!



"A Teen-Age Prayer"

recorded by

Gloria Mann

on SOUND RECORD 126

b/w GYPSY LADY
45-126

La Salle Music Pub. Co.
Murray Deutsch, Gen'l Pres. Mgr.

SOUND

ORDER FROM YOUR NEAREST SOUND DISTRIBUTOR

Alma Distributing Co.
954 Forbes Street
Pittsburgh, Pa.

Am. Distributing Co.
2747 Woodward Ave.
Detroit, Mich.

Barrett Music-Hauling Co.
2885 W. Pico Boulevard
San Angeles, Calif.

Continental Distributing Co.
2630 Olive Street
St. Louis, Mo.

Conant Distributing Co.
1710 N. Street
Philadelphia, Pa.

Conant Distributing Co.
1235 Olney Ave.
Cleveland, Ohio

Conant Distributing Co.
777 Conn. Boulevard
East Hartford, Conn.

General Distributing Co.
2129 Penn. Ave.
Baltimore, Md.

Melrose Distributing Co.
424 W. 49th Street
N. Y. C.

Melo Distributing Co.
1365 S. Michigan Ave.
Chicago, Ill.

Music Suppliers of New England
363 Huntington Ave.
Boston, Mass.

1322 Locust Street, Philadelphia, Pa.

again
on top...



with Decca
**Christmas
Albums—**
the Industry's Finest



MERRY CHRISTMAS, Bing Crosby
DL 8124 • ED 547



TWINS THE NIGHT BEFORE CHRISTMAS
Fred Warburg
DL 8171



A MERRY CHRISTMAS with the Four Aces
DL 8191 • ED 2309-10-11



CHRISTMAS CAROLS, Leroy Anderson
DL 8195 • ED 2313-14-15



CHRISTMAS MUSIC, Ethel Smith
DL 8187 • ED 558



THE LITTLEST ANGEL, Loretta Young
DL 8009 • ED 549



THE SONG OF CHRISTMAS, Fred Warburg
DL 8084 • ED 825



MERRY CHRISTMAS from Radio, Fred and Ethel
DL 8192 • ED 764-65



WHITE CHRISTMAS (Sound Track), Bing Crosby,
Bobby Kane and Peggy Lee
DL 8083 • ED 819



CHRISTMAS WITH MARAIS and MIRANDA and
THE FARGO PLAYERS
DL 9030

CHRISTMAS AROUND THE WORLD
Second Saaby Choir
DL 8204

CHRISTMAS WITH THE TRAPP
FAMILY SINGERS—Vol. 1
DL 9553

A CHRISTMAS CAROL, Ronald Colman,
Mr. Pickwick, Charles Laughton
DL 8010 • ED 875

CHRISTMAS SONGS
Jane Wilson
DL 9554

VIRTUOSO DI ROMAN
CHRISTMAS MUSIC
Renato Fummi, Director
DL 9049

CHRISTMAS WITH THE TRAPP
FAMILY SINGERS—Vol. 2
DL 9689 • ED 1200

CHRISTMAS IN SPAIN
St. Jordi Choir
DL 9800

DECCA
RECORDS

NEW!

FIRST TIME EVER!

4-SPEED

Zenith creative engineering lets you crack the gigantic low budget market **WIDE OPEN!**



THE MINIST, model TP-68. AC only, two-tone blue and white, \$29.95. Also in two-tone green and white (TP-69). Dimensions: 7 1/2" high, 12 1/2" wide, 10 1/2" deep. Quality wooden cabinet, covered by durable pyralis. Weighs only 8 lbs.

**BOTH
HAVE**

Portability Plus!

Luggage type cabinets
with sturdy handles for
easy carrying!

only

\$29⁹⁵*

4 SPEEDS! Many, many features found only in more expensive phonographs!

- **PLAYS 4 SPEEDS**—33 1/3, 45 and 78 RPM, plus the new 16 2/3 "Talking Book" Speed! No speed reducers needed.
- **"TWIST-ACTION" SPINDLE**—Plays all speeds of records. Built right into turntable. No other spindles needed.
- **PORTABLE**—Luggage type cabinet has sturdy plastic handle that fits hand for easy carrying.
- **DUAL-NEEDLE CARTRIDGE**—Permits playing LP or 78 RPM records without changing needles.
- **FRONT SPEAKER**—Beats sound forward! Zenith Quality 4" speaker with Alnico-S magnet.
- **MANY OTHER GREAT FEATURES**—Crisp Tone Arm rest, separate volume and tone controls, lightweight tone arm and many other quality features!

ZENITH®

**ENGINEERING GIVES YOU
EXCLUSIVE SALES ADVANTAGES!**

ZENITH QUALITY NOW IN LOW PRICE PHONO FIELD!

Portable PHONOGRAPHS

See your Zenith distributor **NOW** for the **Hottest** Values in quality phonos!

**BOTH
HAVE**

**Front
Speaker!**

Speaker in front beams
sound forward for better
listening!

only
\$ **69**^{95*}



THE LARGE Model TP-2L, AC only, Automatic, two-tone brown, \$69.95*. Convenient handle for portability. Dimensions 9 1/2" high, 14 1/2" wide, 14 1/2" deep. Quality wooden cabinet, covered by durable pyralin. Weighs only 18 lbs.

AUTOMATIC! Automatic Record Changer! Automatic Shut-Off! Automatic Intermix!

- **PLAYS 4 SPEEDS**—Plays 33 1/3, 45 and 78 RPM, plus the new 16 2/3 "Talking Book" Speed! No speed reducers needed.
- **AUTOMATIC RECORD CHANGER**—Plays 12", 10" and 7" records automatically. Automatic shut off.
- **AUTOMATIC INTERMIX**—Plays both 10" and 12" records at the same speed automatically at same loading.
- **PORTABLE**—Handsome luggage type cabinet with handle that fits the hand.
- **FRONT SPEAKER**—Big Zenith Quality 5 1/4" speaker with Alnico-5 magnet. Beams sound forward for better listening.
- **DOZENS OF OTHER FEATURES**—Dual needle cartridge with manufactured sapphire tips, separate volume and tone controls, Clip Tone arm rest, and many superb features for superior reproduction!



See your ZENITH distributor NOW!

*Manufacturers' suggested retail price, slightly higher in Far West and South. Prices and specifications subject to change without notice.

NOW **V-M** POPULAR PRICED TAPE-O-MATIC® PLAYS BINAURAL TAPES!

Now more than ever the most versatile tape recorder on the market with the Stere-o-matic Binaural Conversion Kit, \$16.95

- **ONLY V-M** tape-o-matic is designed for simple Binaural Conversion—any tape-o-matic ever built can be converted.
- **ONLY V-M** has the Stere-o-matic Binaural Conversion Kit.
- **ONLY V-M** gets you repeat business converting previously sold tape-o-matics.
- **ONLY V-M** gives you a tape recorder you can convert to sell NOW as the Binaural tape-o-matic.
- **ONLY V-M** lets your customers of today convert to binaural tomorrow—or any time.
- **ONLY V-M** tape-o-matic is specifically designed to be the modern recorder value for years to come. It's out in front today—to stay! Only \$179.95* list.

*Slightly higher in the West.



The most dramatic in-store demonstration tapes ever created,



use-tested and proved effective, are yours to use in selling the V-M tape-o-matic. Tell 'em and sell 'em on the spot.

Buy tape-o-matic. Sell tape-o-matic. Stock the one and only popular-priced recorder that can play binaural tapes and pile up the profits. V-M tape-o-matic—the hottest thing on the market!

CALL YOUR V-M DISTRIBUTOR—NOW!

the **Voice**  **of Music**®

V-M CORPORATION BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



Instrumental Delicacies For The Hi-Fi Enthusiast!

THE PERFECT GIFT FOR XMAS

**All The Dorsey Classics
On One Fine Record!**

A Salute To The Fabulous Dorseys ★ BUDDY MORROW

Green Eyes

There are Such Things

Marcheta

This Love Of Mine

Maria Elena

Amapola

On The Sunnyside

Of The Street

I'll Never Smile Again

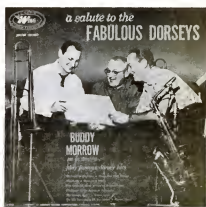
Oh Look At Me Now

Once In A While

You're A Sweetheart

The Breeze And I

MGW 12000



HI-FI JAZZ



Introducing Nat Adderly

MGW 60000

Watermelon
Little Jeanie Walks
Two Brothers
I Should Care
Crazy Baby

New Arrivals
Sun Dance
Fort Lauderdale
Friday Night
Blues For Bohemia

Rockin' The Boogie
Cow Cow Boogie
Humoresque
Down The Road A Piece
After Hours
18th and 19th on Chestnut St.

Rhum Boogie
Boilers
Pig Foot Pete
Rain Drops
Eight To The Bar
Beating With Chopsticks

Boogie Woogie On The 88 FREDDIE SLACK

MGW 60003



The Jazz School

Clark Terry, Paul Gonsalves, Joe Gordon, Art Martigan

MGW 60002

I've Found A New Baby
Moroccan Blues
Old Gold
Golden Touch
Evening Lights

It Don't Mean A Thing
Take Nine
Everything Happens To Me
Don't Blame Me
Body and Soul

Topsy
My Heart
That Old Feeling
There'll Never Be Another You
Autumn Breeze
I Want To Be Happy

My Old Flame
Turn On My Hands
Crain One
This Can't Be Love
My One and Only
52nd Street Theme

PAUL BLEY

MGW 60001



RECORDS

A SUBSIDIARY OF MERCURY RECORD CORP.

RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

HIT ROLL OF HITS

THE NATION'S TOP TUNES For survey week ending November 30

TRADE MARK REG.

	Week	Weeks on Chart	This Week	Week	Weeks on Chart		
1.	Sixteen Tons By Matt Tress—Published by American Music (BMI) BEST SELLING RECORD: J. Fred, Cap 5717 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738	1	5	5.	Only You By Jack Baker—Published by Music (BMI) BEST SELLING RECORD: Phoenix, Mercury 7803; Hilltopper, Del 15031 RECORDS AVAILABLE: J. Anderson, Del 29741; L. Del, Wing 30015 ELECTRICAL TRANSCRIPTION: Rufus Crook, Standard	6	11
2.	Autumn Leaves By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	2	16	7.	Shifting, Whispering Sands By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	5	13
3.	Moments to Remember By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	4	14	8.	I Hear You Kneeling By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	8	10
4.	Love Is a Many-Splendored Thing By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	3	16	9.	Love and Marriage By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	10	8
5.	He By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	7	12	10.	Sadly There's a Valley By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	9	13
Second Ten							
11.	It's Almost Tomorrow By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	14	5	16.	Cross Di Oro (Cross of Gold) By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	16	7
12.	Yellow Rose of Texas By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	11	19	17.	Daddy-O By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	18	5
13.	Memories Are Made of This By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	-	1	18.	No Arms Can Ever Hold You By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	15	7
14.	Bible Tells Me So By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	12	19	19.	You Are My Love By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	19	10
15.	At My Front Door By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	13	9	20.	My Bonnie Lasse By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	17	12
Third Ten							
21.	Woman in Love By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	21	2	26.	White Christmas By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	-	-
22.	Band of Gold By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	29	2				
23.	C'est La Vie By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	23	2				
24.	Pepper Hot Baby By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	26	4	23.	Burn That Candle By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	-	1
25.	All at Once You Love Her By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	30	2	24.	My Boy Flat Top By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	20	6
26.	Cry Me a River By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	23	3	25.	Forgive My Heart By J. Mercer & J. Brown—Published by Arden Music (ASCAP) BEST SELLING RECORD: R. Sartin, Del 29738 RECORDS AVAILABLE: J. Deane, Coral 8425; R. Sartin, Del 29738 ELECTRICAL TRANSCRIPTION: R. Sartin, Del 29738	23	7

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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DOT AMERICA'S HOTTEST LABEL **DOT**

The

presents

HILLTOPPERS

With Their Greatest Release to Date



DOT
15437

b/w

THE LAST
WORD IN LOVE

• Dot RECORDS • • • • • NEW YORK, N.Y. • • • • • PHILADELPHIA, PA.
THE NATION'S LARGEST RECORD STORES • • • • •

REMEMBER
WHAT
COLUMBIA
DID WITH
THIS ONE?

I SAW MOMMY KISSING SANTA CLAUS

IT'S HAPPENING
AGAIN WITH
THIS ONE



RICKY

ZAHND

and the Blue Jeaners

AND THEIR **ORIGINAL** RECORDING OF

NUTTIN' FOR CHRISTMAS

COLUMBIA
40576 • 9-40576

COLUMBIA  RECORDS

ALSO ON E.P.
J263 • J4-263

THE MOST BEAUTIFUL OF ALL

The Real Story of Christmas

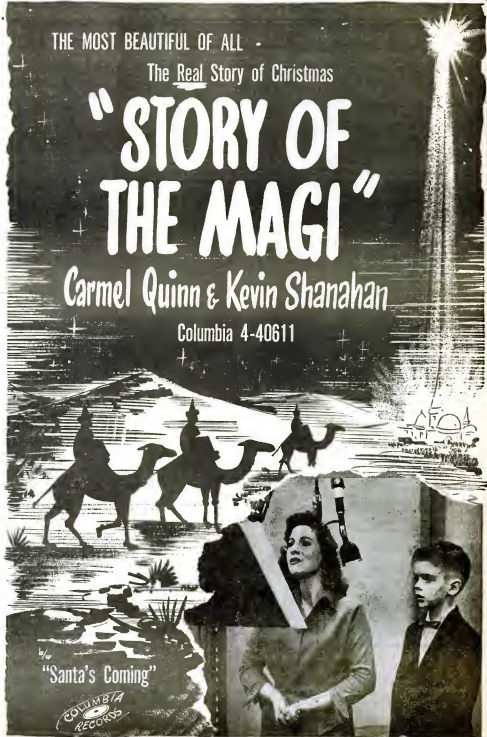
"STORY OF THE MAGI"

Carmel Quinn & Kevin Shanahan

Columbia 4-40611

"Santa's Coming"

COLUMBIA
RECORDS



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 30

RECORDS are ranked in order of their current national retail sales importance at the retail level, as determined by The Billboard's weekly survey of the top retail dealers in every important music market. Where classification is reported on both sides of a record, points are combined to maximize position on the charts. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. SIXTEEN TONS (BMI)— Tennessee Ernie You Don't Have to Be a Baby in My Arms (ASCAP)— Cap 1262	1	5
2. AUTUMN LEAVES (ASCAP)— R. Williams Take Care (BMI)—Cap 118	2	17
3. LOVE IS A MANY SPLENDORED THING (ASCAP)—Four Aces Blame On My Love, Dream On (ASCAP)— Cap 4039	3	15
4. MOMENTS TO REMEMBER (ASCAP)—Four Ladies Dream On My Love, Dream On (ASCAP)— Cap 4039	4	15
5. MEMORIES ARE MADE OF THIS (BMI)— C. Martin Choice of Heart (BMI)—Cap 1093	23	2
6. I HEAR YOU KNOCKIN' (BMI)— C. Martin Never Leave Me (ASCAP)—Cap 1242	6	8
7. ONLY YOU (BMI)—Flatters Back, Back and Ball (BMI)—Mercury 7623	5	11
8. HE (BMI)—A. Hibbler Bustin' (ASCAP)—Cap 1248	7	11
9. LOVE AND MARRIAGE (ASCAP)— F. Sinatra Impassioned Youth (ASCAP)—Cap 1248	6	5
10. SHIFTING, WHISPERING SANDS (R. Draper) Time (ASCAP)—Mercury 7604	6	11
11. IT'S ALMOST TOMORROW (ASCAP)— D. Weathers You Got Me Wondering (ASCAP)—Cap 1242	14	5
12. AT MY FRONT DOOR (BMI)— F. Brown My Arms Can't Ever Hold You (BMI)—Cap 1242	10	7
13. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn Cap 1248	13	12
14. HE (BMI)—McGuire Sisters If You Believe (ASCAP)—Cap 1091	12	7
15. ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)— Cap 1242	17	5
16. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller Buckaroo Blues (BMI)—Cap 4038	11	10
17. BURN THAT CANDLE (BMI)— B. Haley Rock-A-Beatnik Rodeo (ASCAP)—Cap 12713	18	4
18. SUDDENLY THERE'S A VALLEY (BMI)—G. Crest Love Is (BMI)—Cap 1242	15	10
19. RAINBOW OF GOLD (BMI)—O. Cherry Bumble Bugle—Cap 4037	1	1
20. FORGIVE MY HEART (ASCAP)— Nat (King) Cole SOMEBODY YOU LOVE (BMI)— Cap 1254	15	8
21. DADDY-O (BMI)—Frazzette Sisters Avalanche (BMI)—Cap 1248	1	1
22. MY BOSSNIE LASSIE (ASCAP)— Avalanche We're in Love (BMI)—Cap 1248	29	10
23. MEMORIES OF YOU (ASCAP)— Four Ladies Tear Drops on Your Face (ASCAP)—Cap 1248	1	1
24. YOU ARE MY LOVE (ASCAP)— J. Jett I Lay Me Down to Sleep (BMI)—Cap 1248	19	5
25. CROCK DI ORO (CROSS OF GOLD)— F. Page Search My Heart (BMI)—Mercury 7612	20	2
26. NO ARMS CAN EVER HOLD YOU (BMI)—G. Shaw Look in Your Heart (ASCAP)—Cap 1248	1	1

• THIS WEEK'S BEST BUYS

DOLLY OF SUSANNA (Springfield, BMI)—
Don Charles' Singing Dogs—RCA Victor 6344
Not many novelties have gotten the enthusiastic reception that this one has. Out only a short time, it is already on the St. Louis, Minneapolis and Seattle territorial charts and very close to the top 10 in many other markets areas checked. The fly is a novelty Frank's "Raggle Rag", King's "Three Blind Mice", Conner's "Pretzels" (Springfield, BMI). A previous Billboard Novelty "Spotlight".

ANGELS IN THE SKY (Ridgeway, BMI)—The
Growth—Mercury 76741

Late by little this tune has been coming toward the top. Listed this week on the Cleveland and Minneapolis-St. Paul territorial charts, it is also a strong seller in Pittsburgh, Buffalo, Milwaukee and other important markets. Fly is "Misty Mistle" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

THE YENDER TRAP (Burton, ASCAP)—Frank
Sauter—Capitol 3290

With the film now generating big box-office receipts, this theme song is shaping up at a hot one for Seattle, Atlanta, Baltimore, Pittsburgh, Philadelphia, Providence, Buffalo and Chicago are typical areas returning and mounting sales reports. Fly is "Weep They Will" (A previous Billboard "Spotlight" pick).

TEEN-AGE PRAYER (Pear, BMI)—Gloria Mann
—Scepter 126

The competition is keen on this tune, but Miss Mann had the advantage of a head start and is holding on to a comfortable lead. Strongest originally in Eastern cities—New York, Boston, Baltimore, Philadelphia—is in

According to sales reports in key markets, the following recent releases are recommended for better profits:

new coming up fast in Chicago, St. Louis, Cleveland and other Midwestern territories. Fly is "Gypsy Lady" (Pear, BMI). A previous Billboard "Spotlight" pick.

ARE YOU SATISFIED? (Cordell, BMI)—Rusty
Draper—Mercury 76757

The singer is making up his bid deal with another strong seller "Are You Satisfied" is selling easily in Pittsburgh, Nashville, St. Louis, Baltimore, Philadelphia, Milwaukee, Cleveland and Chicago. In some areas, Rusty Draper's competitive version has been taking a profitable slice of the action. Fly of the Draper deal is "Walsh Caravan".

THE GREAT PRETENDER (Pera, BMI)—The
Flatten—Mercury 76753

(See this week's Rhythm and Blues "Best Buys.")

SPEEDO (Roth, BMI)—The Confilios—June 753

(See this week's Rhythm and Blues "Best Buys.")

Christmas

NUTTY FOR CHRISTMAS (Ross Jorgensen, ASCAP)—Art Mooney, Barry Gordon—
M-G-M 12602—Zicky Rand—Columbia 4876

Early reports indicate that "Nuttin'" is the strong Christmas tune this year. A fierce competitive situation exists, but M-G-M was leading the field at the end of the week with Columbia coming up with enough strength to challenge it seriously in many key territories. Both have strong chance of hitting the charts in several weeks. Good regional support for the Joe Ward, Frazzette Suters and Sam Erberg versions also was reported.

• Most Played in Juke Boxes

for survey week ending November 30

RECORDS are ranked in order of the greatest number of plays in juke boxes shown the country, as determined by The Billboard's weekly survey of the juke box data in 100 cities. When significant play is reported on both sides of a record, points are combined to maximize position on the charts. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. SIXTEEN TONS (BMI)— Tennessee Ernie You Don't Have to Be a Baby in My Arms (ASCAP)— Cap 1262	1	4
2. I HEAR YOU KNOCKIN' (BMI)— C. Martin Never Leave Me (ASCAP)—Cap 1242	5	7
3. AUTUMN LEAVES (ASCAP)— R. Williams Take Care (BMI)—Cap 118	2	13
4. MOMENTS TO REMEMBER (ASCAP)—Four Ladies Dream On My Love, Dream On (ASCAP)— Cap 4039	0	0
5. SHIFTING, WHISPERING SANDS (BMI)—R. Draper Time (ASCAP)—Mercury 7604	3	0
6. LOVE IS A MANY SPLENDORED THING (ASCAP)—Four Aces Blame On My Love, Dream On (ASCAP)— Cap 1248	4	12
7. ONLY YOU (BMI)—Flatters Back, Back and Ball (BMI)—Mercury 7623	9	8
8. AT MY FRONT DOOR (BMI)— F. Brown My Arms Can't Ever Hold You (BMI)—Cap 1242	7	8
9. HE (BMI)—A. Hibbler Bustin' (ASCAP)—Cap 1248	20	7
10. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn Cap 1248	12	10
11. ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)— Cap 1242	10	4
12. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller Buckaroo Blues (BMI)—Cap 4038	13	12
13. IF YOU DON'T WANT MY LOVE (ASCAP)—F. Morgan FETTER HOT BABY (BMI)— Vio 20-6282	15	3
14. HE (BMI)—McGuire Sisters If You Believe (ASCAP)—Cap 1091	11	7
15. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller Buckaroo Blues (BMI)—Cap 4038	7	17
16. LOVE AND MARRIAGE (ASCAP)— F. Sinatra Impassioned Youth (ASCAP)—Cap 1248	1	1
17. DADDY-O (BMI)—Frazzette Sisters Avalanche (BMI)—Cap 1248	1	1
18. CROCK DI ORO (CROSS OF GOLD) (ASCAP)—F. Page Search My Heart (BMI)—Mercury 7612	1	1
19. IT'S ALMOST TOMORROW (ASCAP)—D. Weathers You Got Me Wondering (ASCAP)—Cap 1242	1	1
20. BURN THAT CANDLE (BMI)— B. Haley Rock-A-Beatnik Rodeo (ASCAP)—Cap 12713	1	1

• Most Played by Jockeys

for survey week ending November 30

RECORDS are ranked in order of the greatest number of plays on disc jockey radio shown the country. Based on the disc jockey weekly survey among the nation's disc jockeys. When significant play is reported on both sides of a record, points are combined to maximize position on the charts. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. SIXTEEN TONS (BMI)— Tennessee Ernie You Don't Have to Be a Baby in My Arms (ASCAP)— Cap 1262	1	5
2. MOMENTS TO REMEMBER (ASCAP)—Four Ladies Dream On My Love, Dream On (ASCAP)— Cap 4039	2	13
3. LOVE IS A MANY SPLENDORED THING (ASCAP)—Four Aces Blame On My Love, Dream On (ASCAP)— Cap 1248	3	16
4. AUTUMN LEAVES (ASCAP)— R. Williams Take Care (BMI)—Cap 118	4	14
5. ONLY YOU (BMI)—Flatters Back, Back and Ball (BMI)—Mercury 7623	7	7
6. LOVE AND MARRIAGE (ASCAP)— F. Sinatra Impassioned Youth (ASCAP)—Cap 1248	6	6
7. MEMORIES ARE MADE OF THIS (BMI)—D. Martin Choice of Heart (BMI)—Cap 1093	1	1
8. I HEAR YOU KNOCKIN' (BMI)— C. Martin Never Leave Me (ASCAP)—Cap 1242	5	7
9. HE (BMI)—A. Hibbler Bustin' (ASCAP)—Cap 1248	8	0
10. ONLY YOU (BMI)—Hilltoppers Until the Real Thing Comes Along (ASCAP)— Cap 1242	0	5
11. IT'S ALMOST TOMORROW (ASCAP)—D. Weathers You Got Me Wondering (ASCAP)—Cap 1242	1	2
12. AT MY FRONT DOOR (BMI)— F. Brown My Arms Can't Ever Hold You (BMI)—Cap 1242	10	6
13. YOU ARE MY LOVE (ASCAP)— J. Jett I Lay Me Down to Sleep (BMI)—Cap 1248	11	0
14. ALL AT ONCE YOU LOVE HER (ASCAP)— F. Sinatra Bustin' (ASCAP)—Cap 1248	15	3
15. GRY ME A RIVER (ASCAP)— J. London If You Believe (ASCAP)—Cap 1091	13	2
16. CEST LA VIE (ASCAP)—S. Vaughan Blame On My Love (ASCAP)—Cap 1248	12	2
17. CROCK DI ORO (CROSS OF GOLD) (ASCAP)—F. Page Search My Heart (BMI)—Mercury 7612	1	1
18. SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn Cap 1248	14	12
19. DADDY-O (BMI)—Frazzette Sisters Avalanche (BMI)—Cap 1248	1	1
20. IT'S ALMOST TOMORROW (ASCAP)—J. Stafford If You Want to Love (ASCAP)—Cap 1248	1	1
21. LOVE AND MARRIAGE (ASCAP)— D. Shore Impassioned Youth (ASCAP)—Cap 1248	1	1

SMASH!

Shipped To Date Over 250,000

THE PLATTERS



"The Great Pretender"

MERCURY 70753



ORDER NOW FOR SURE DELIVERY

SMASH!

"Are You Satisfied"



RUSTY DRAPER

MERCURY 70757



BIGGER THAN "SHIFTING, WHISPERING, SANDS"

TWO GREAT HITS
"Tweedle Dee"
"Dance With Me Henry"

VOTED NO. 1 MOST PLAYED FEMALE VOCALIST
BILLBOARD ANNUAL DISC JOCKEY POLL

VOTED NO. 1 BEST FEMALE VOCALIST
CASH BOX JUKE BOX OPERATOR'S POLL

Yes, it's been a great year!

...MANY, MANY THANKS,

Georgia Gibbs

PERSONAL MANAGEMENT: GABSE, LUTZ & HELLER
EXCLUSIVE BOOKINGS: GENERAL ARTISTS CORP.



CURRENT RELEASE

"GOODBYE TO ROME"

MERCURY 70743

teresa

brewer



The Song You Asked Teresa to Record

A GOOD
MAN IS
HARD
TO FIND

Cute! Contagious! Colossal!

IT'S
SIESTA
TIME

The Big Hits are on...

CORAL RECORDS

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CORAL

61548/9-61548

OUT OF THIS WORLD

the MODERNAIRES



SLEEPY LITTLE SPACE CANDY



The song the Modernaires sang on television that resulted in a sensational coast-to-coast public response.

CORAL 61547 9-61547
b/w SANTA'S LITTLE SLEIGH BELLS

CORAL RECORDS
America's Fastest Growing Record Company



The Billboard Music Popularity Charts

POPULAR RECORDS

THE TOP 100

For survey week ending November 23

A list of the TOP 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEVER records just beginning to show action in the field.

This Wk.	Aug.	Artist	Label	Last Wk.
1	1	SEVENTEEN TONS.....	T. Entel.....	Capitol.....
2	2	ALTIMEN LEAVES.....	Four Linn.....	Columbia.....
3	3	2. REQUESTS TO REMEMBER.....	Four Linn.....	Columbia.....
4	4	4. LOVE IS A MANY-O'FLOODED THING.....	Four Linn.....	Columbia.....
5	5	5. I HATE YOU KNOCKING.....	Four Linn.....	Columbia.....
6	6	6. ONLY YOU.....	Four Linn.....	Columbia.....
7	7	7. HE.....	Four Linn.....	Columbia.....
8	8	8. LOVE AND SERENADE.....	Four Linn.....	Columbia.....
9	9	9. AT MY FRONT DOOR.....	Four Linn.....	Columbia.....
10	10	10. ONLY YOU.....	Four Linn.....	Columbia.....
11	11	11. IT'S ALMOST TOMORROW.....	Four Linn.....	Columbia.....
12	12	12. SLEEPING, SLEEPING SONG.....	Four Linn.....	Columbia.....
13	13	13. SLEEPING, SLEEPING SONG.....	Four Linn.....	Columbia.....
14	14	14. HE.....	Four Linn.....	Columbia.....
15	15	15. DANCE AND MY LOVE.....	Four Linn.....	Columbia.....
16	16	16. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
17	17	17. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
18	18	18. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
19	19	19. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
20	20	20. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
21	21	21. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
22	22	22. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
23	23	23. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
24	24	24. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
25	25	25. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
26	26	26. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
27	27	27. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
28	28	28. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
29	29	29. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
30	30	30. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
31	31	31. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
32	32	32. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
33	33	33. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
34	34	34. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
35	35	35. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
36	36	36. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
37	37	37. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
38	38	38. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
39	39	39. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
40	40	40. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
41	41	41. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
42	42	42. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
43	43	43. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
44	44	44. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
45	45	45. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
46	46	46. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
47	47	47. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
48	48	48. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
49	49	49. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
50	50	50. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
51	51	51. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
52	52	52. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
53	53	53. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
54	54	54. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
55	55	55. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
56	56	56. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
57	57	57. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
58	58	58. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
59	59	59. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
60	60	60. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
61	61	61. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
62	62	62. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
63	63	63. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
64	64	64. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
65	65	65. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
66	66	66. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
67	67	67. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
68	68	68. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
69	69	69. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
70	70	70. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
71	71	71. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
72	72	72. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
73	73	73. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
74	74	74. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
75	75	75. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
76	76	76. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
77	77	77. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
78	78	78. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
79	79	79. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
80	80	80. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
81	81	81. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
82	82	82. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
83	83	83. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
84	84	84. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
85	85	85. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
86	86	86. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
87	87	87. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
88	88	88. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
89	89	89. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
90	90	90. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
91	91	91. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
92	92	92. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
93	93	93. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
94	94	94. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
95	95	95. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
96	96	96. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
97	97	97. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
98	98	98. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
99	99	99. CRACK IN THE EGG.....	Four Linn.....	Columbia.....
100	100	100. CRACK IN THE EGG.....	Four Linn.....	Columbia.....

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buy.

A HIT — 1953 — Now A Christmas Classic



MANTOVANI White Christmas

1280

A HIT — 1954 — Stronger Than Ever

DAVID WHITFIELD

Sings

Santo Natale

1508



A HIT — 1955

DICKIE VALENTINE

Sings

Christmas Island

1620

Christmas Alphabet



LONDON

RECORDS



PREDICTED . . . AS THE BIGGEST SONG OF 1955-56

The Only POP Version

"the Great Pretender"



by **Jackie Riggs**

With Orchestra and Chorus

MEDIA 1020

Published by
PANTHER MUSIC CO.
Sole Selling Agency
SOUTHERN MUSIC PUBL. CO., INC.
Gen. Pres. MURRAY HUYER



JAYE P. MORGAN

NOT ONE GOODBYE*

MY BEWILDERED HEART

20/47-6329



*2000 teenagers heard her sing it in the Midwest's first "studio" recording session!

"New Orthobionic" High Fidelity

the dealer's choice

RCA VICTOR



Hits for the Holidays from
RCA VICTOR



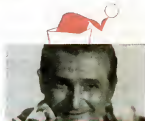
WIVES OF **WALTER SCHUMANN**
CHRISTMAS GIFT
THE FIRST SNOWFALL

30/47-6318



EARTHA KITT
NOTHIN' FOR CHRISTMAS
JE CHERCHE UN HOMME

30/47-6319



LOU MONTE
ITALIAN JINGLE BELLS
SANTO NATALE

30/47-6320



PERRY COMO
HOME FOR THE HOLIDAYS
GOD REST YE MERRY GENTLEMEN

30/47-6321



TONY MARTIN
CHRISTMAS IN AMERICA
CHRISTMAS IN RIO

30/47-6317



CHET ATKINS
JINGLE BELLS
FOUR CHRISTMAS CAROLS

30/47-6314



MARIO LANZA
AVE MARIA (Schubert)
I'LL WALK WITH GOD

30/47-6324



HOMER & JETHRO
NUTTIN' FOR CHRISTMAS
SANTY'S MOVIN ON

30/47-6323



GEORGE BEVERLY SHEA
CHRISTMAS, CHRISTMAS
SLEEP PRECIOUS BABE

30/47-6313

"New Orthophonic" High Fidelity Recordings

the dealer's choice

RCA VICTOR



The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on ...

RECORDS

EAT STARR... RCA Victor 6159... **ROCK AND ROLL WALTZ** (Sheldon, BMI)

Mrs. Starr sells all the way in her very best offering in a long time. Col. socks and rolls in great style with the extremely good lyrics, and there's a powerful assist from the girl's first Watchmaker art and chorus backing. This one could break out fast. Flip is a pleasant ballad, "I've Changed My Mind a Thousand Times" (Shapell-Bennett, ASCAP).

NAT (KING) COLE... Capitol... **FOOTLAND** (Bennett, BMI)

IT GONNA LAUGH YOU RIGHT OUT OF MY LIFE (Reid Evans, ASCAP)

These are two great new sides, both pretty ballads, both delivered in Cole's lush, mellow style. Top side is not the Herbert one but it's still a fine side. The flip adds up to a natural break-out pairing.

DORIS DAY... Columbia 49618... **LET IT RING** (Artists Music, ASCAP)

La Day just answers the sounds here in some of her best, casual play in the book. Givens of telephone ringing when couple have other things on their mind is really cute. All told it looks like winning piece of dueling with solid help from the Paul Weston crew. Flip is "Love's Little Bird," another pretty tune sung in the same soft touching tones (Artists Music, ASCAP).

McGURRIN SISTERS... Coral E132... **MY BABY GOT SUCH LOVIN' WAYS** (Pines, ASCAP)

BE GOOD TO ME (Gregman, Voco & Conn, ASCAP)
This one has all the earmarks of a top-notch hit for the McGurrs. On top is a catchy, swinging tune that tells all about the lover boy's antics, while the flip is a slower, more moving offering with some great harmony sounds. Either side could hit paydirt.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each number refers to the opinion of the members of the Billboard staff as to the commercial potential of the new record. The ratings are based on the following scale:

- 50-100, Top
- 40-50, Excellent
- 30-40, Very Good
- 20-30, Fair
- 10-20, Limited
- 0-10, Poor

THE HILLTOPPERS

My Tensard... **DO IT RIGHT** (50)

Beautiful vocal with an able backing from the group on this moving ballad. It's a slick job through that could compete with the Connie Francis original of the time. (Randy-Snell, ASCAP)

The Last Word Is Love... (71)

The group has no swimming pool in Cadillac but he's got the last word in love. Cute, gimmicky swinger with Sooca again reconfigured. Good work. (Randy-Snell, ASCAP)

THE BARRY SISTERS

Chia Cha Joe... **CADENCE 1230**—A commendable effort to duplicate the infectious feeling of the old "Jack, Jack, Jack" tune in Chia Cha rhythm. The Sisters sing out with verve and the backing comes along with a catchy pulse. (United, ASCAP)

Baby—Come a Little Closer (The Walker Talkin' Song)... (75)

The girls come a cozy little rhythm ditty with style and a fine back. (Bogan, ASCAP)

ELLIE RUSSELL, RAY EBERLE AND LARRY CLINTON OKE

Love and Marriage... (71)

BELA 1111—A very cute disc job on the fast-moving tune from TV's "Our Town." Okay at any price. (Burton, ASCAP)

You Are My Love... (75)

An appealing effort on the first James hit by the talented team, with Stuart Clinton singing. One of the better bargain coupings. (Jubilee, ASCAP)

DANIELA SISTERS

Summery Me... **DECCA 2714**—Here's a most beautiful love song, a beautiful melody, well chosen by the Daniels. (Decca, ASCAP)

My Love... (75)

This side is a lovely tune, and the Daniels are backed by an excellent arrangement. Excellent! (Decca, ASCAP)

LET'S BEGIN

Take Your Love... (71)

CAPITOL 3184—A swing, snappy, beautiful instrumental on the bop side. "Giddy and Diddy." The music comes in the middle of the side, and the band comes in on the very first note, so the side should get plenty of early play. (Frank, ASCAP)

Rocky Years... (75)

JAYE P. MORGAN

My Bewildered Heart... (71)

Here's that at the recent public recording session in Detroit. It's an appealing job on a fine of the throwaway ballad, but it's not likely to be one of the throwaway ballads. (Weiss & Barry, BMI)

Nate Goodbye... (71)

Not a Goodbye... (71) Budd Evans/Phil Springer take on the throwaway ballad. A fair job. (Jefferson, ASCAP)

JACKIE BIGGS

The Great Pretender... (71)

MEDIA 1020—This is an expensive and touching version of the new tune recently worked by the Flatters. Biggs shows plenty of vocal swing which makes this a contender for the crown. (Frank, ASCAP)

His Gold Will Melt... (75)

A pretty piece of ballad work with Biggs and spotlighted effectively. (B & B, BMI)

THE SUNSHINE SISTERS

Don't Let This Side... (71)

MARQUEE 1025—Well out this group-type blues. The vocalists are in the background, but the accompaniment of hand claps, and cymbals, and drums, and a lot of excitement. (American Academy, ASCAP)

She Didn't Even Say Goodbye... (75)

The Sunshine Sisters do this sweetly. A nice item for the day. (MCA, ASCAP)

On the Beach... (75)

On the Beach... (75) Here's a new job of job and jazz, the action of the beach. The vocalists are in the background, but the accompaniment of hand claps, and cymbals, and drums, and a lot of excitement. (American Academy, ASCAP)

CARMEN ROBLE

Don't Let This Side... (71)

DECCA 2714—A very pretty love song, a beautiful melody, well chosen by the Daniels. (Decca, ASCAP)

Come On, Come On... (75)

Come On, Come On... (75) This side is a lovely tune, and the Daniels are backed by an excellent arrangement. Excellent! (Decca, ASCAP)

BABY FRANK

Only You and Me... (71)

THE CONWAY CHURCH

My Tensard... **DO IT RIGHT** (50)

Beautiful vocal with an able backing from the group on this moving ballad. It's a slick job through that could compete with the Connie Francis original of the time. (Randy-Snell, ASCAP)

The Last Word Is Love... (71)

The group has no swimming pool in Cadillac but he's got the last word in love. Cute, gimmicky swinger with Sooca again reconfigured. Good work. (Randy-Snell, ASCAP)

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The girls come a cozy little rhythm ditty with style and a fine back. (Bogan, ASCAP)

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THE KIRBY STONE QUARTET

My Tensard... **DO IT RIGHT** (50)

Beautiful vocal with an able backing from the group on this moving ballad. It's a slick job through that could compete with the Connie Francis original of the time. (Randy-Snell, ASCAP)

The Last Word Is Love... (71)

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(Continued on page 52)

"THE MAN WITH THE GOLDEN ARM"



November 22, 1955

Mr. Sammy Davis, Jr.,
Decca Records,
5505 Melrose,
Hollywood, California

Dear Sammy:

I just lifted the needle off a Decca side you cut called "The Man With The Golden Arm". When the odds are laid on this wax, the price is a few thousand to one you'll have one of the largest hits ever pressed.

As you know, I had my heart set on recording this tune, but after talking it over with Otto Preminger, director and producer of "The Man With The Golden Arm", we both decided that due to the type of role I play in the picture, it would be a shade out of character for me to do it.

Whatever the story, you've done a magnificent job and the cat that doesn't dig this record needs hospitalization.

Once again, congratulations and a million thanks for one of the most thrilling two minutes and fifty five seconds of my young and swingin' life.

Sincerely,



a great
new
song
by
a great
singer!



**SAMMY
DAVIS, Jr.**

b/w

"IN A PERSIAN
MARKET"

#29759 (78 rpm)

#9-29759 (45 rpm)

DECCA
RECORDS

FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

THE
MAN
WITH
THE
GOLDEN
ARM

A film by Otto Preminger

AN
UNTOUCHABLE
THEME!

AN
UNFORGETTABLE
MOTION
PICTURE!

Big, Beautiful, Ballads!



MAKE A WISH

THERE ONCE WAS A BEAUTIFUL

CORAL
61549 • 9-61549



DON CORNELL

the Big hits are on...

CORAL RECORDS

America's Fastest Growing Record Company

COMING TO NEW YORK?

Stop at this modern 12-story hotel. All rooms include modern bath. Some officially furnished rooms with kitchenette, private bath, view \$18.50 daily. Two rooms under \$10.00

Special monthly rates

Reservations available



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Broadway at 75th St. New York
City, N.Y. 10019

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Guaranteed in Quality of Any Price

Special P. & G. Glossy Photos

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Postcards \$3.25 per 1,000

any 8 1/2 x 11 in. \$1.25 - \$2.00

Full Color Postcards \$1.50 in 100

A Division of JAMES J. HANCOCK

1000 Broadway, New York 10019

WE DELIVER WHAT WE ADVERTISE

The Best in Hits...

The Finest in Fidelity

...from

Capitol

PHOTOS FOR PUBLICITY

QUALITY PRINTS IN QUANTITY

100 x 110... \$1.50

1,000 Postcards... \$19.00

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Call Orders Come to Cash Party 10019

PHOTOS FOR PUBLICITY

Fan mail glossy publicity photos, post cards, blowups. Compare our prices and quality before ordering anywhere. Price list and free samples sent promptly on request. Write today. Satisfaction guaranteed from coast to coast since 1938. We are as close to you as your nearest mail box.

MULSON STUDIO

Box 1941 • BRIDGEPORT, CONN.

WHEN IN BOSTON

It's the

HOTEL AVERY

The Home of Show Folk

Avery & Washington Inc.

1000 Broadway, New York 10019

Call Orders Come to Cash Party 10019

PHOTOS FOR PUBLICITY

Fan mail glossy publicity photos, post cards, blowups. Compare our prices and quality before ordering anywhere. Price list and free samples sent promptly on request. Write today. Satisfaction guaranteed from coast to coast since 1938. We are as close to you as your nearest mail box.

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MULSON STUDIO

Box 1941 • BRIDGEPORT, CONN.

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Review Spotlight on . . .
RECORDS

HANK LOCKLIN

Loose or Split? (Columbia, BMI)—RCA Victor 6347—On this disk, Locklin gives it all he's got in a most appealing weeper. A fine emotional performance which makes a healthy impression. Lots of action in store here. Flip is a pleasant version of an old-fashioned tune, "My Heart Is a Lonely Hunter." Why? which could pull some coin on its own. (Starr, BMI)

• C & W Territorial Best Sellers

For January with ending November 30

Columbia-Decca records are based on the sales of the week ending November 30, 1955. The following records are the best sellers in the country and in the territories.

Birmingham

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
5. Helen, Love, Love, W. P. Victor, Den.

Charlotte

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
5. Helen, Love, Love, W. P. Victor, Den.

Dallas-Fort Worth

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
5. Helen, Love, Love, W. P. Victor, Den.

Houston

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
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Memphis

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
5. Helen, Love, Love, W. P. Victor, Den.

Nashville

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
5. Helen, Love, Love, W. P. Victor, Den.

New Orleans

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
5. Helen, Love, Love, W. P. Victor, Den.

Richmond, Va.

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
3. Helen, Love, Love, W. P. Victor, Den.
4. Helen, Love, Love, W. P. Victor, Den.
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St. Louis

1. Helen, Love, Love, W. P. Victor, Den.
2. Helen, Love, Love, W. P. Victor, Den.
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• Reviews of New C & W Records

DEAN BRAD

SONG (Capitol, BMI)—Capitol 1000—Dean Brad's performance is excellent. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one.

TEX WILLIAMS

SONG (Capitol, BMI)—Capitol 1000—Tex Williams' performance is excellent. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one.

NEW POUND BROTHERS

SONG (Capitol, BMI)—Capitol 1000—New Pound Brothers' performance is excellent. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one.

MARSHALL CANTER

SONG (Capitol, BMI)—Capitol 1000—Marshall Canter's performance is excellent. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one.

BOY ACCE

SONG (Capitol, BMI)—Capitol 1000—Boy Ace's performance is excellent. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one.

SONG (Capitol, BMI)—Capitol 1000—Son's performance is excellent. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one. The song is a good one, and the music is a good one.

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• This Week's Best Buys

TELL ME (Columbia, BMI)

I LOVE YOU MORE AND MORE EACH DAY (Columbia, BMI)

Tony (Columbia-Capitol) 3269

Collins is making little time in making his way to the charts on this one. The record has been around for some time, and most country markets report it to be selling very well and getting stronger. While there is no general agreement as to which is the better of the two, both are in solid with the customers.

THIRTY DAYS (Capitol, BMI)

ANSWER THE PHONE (Tub, BMI)—Emmett Tubbs—Decca 29731

Tubbs also has a two-sided hit that has been changing week after week. After Dallas, Austin, Dallas and New Orleans are among the territories that report good to strong sales. Midwestern and New England country patrons are also taking well to the disk.

Sun Vs. Duke

Continued from page 19

he had no knowledge that an estate had been established in New York. The Billboard and other trade papers were introduced as evidence and the court ruled that the Billboard should have assumed that good and add-on as well as public evidence on the label—on an exclusive arrangement made.

Reber also brought up the fact that Sun's contract was not an American Federation of Musicians' paper, but in the court's view this did not alter or diminish the agreement. According to Reber, Sun's present artist contracts are AFM papers.

Judge said he had never heard of the extent of the damages. Sun claimed that when Parker was named on the Duke label, Sun was damaged. Sun also claimed that the breach of contract damaged the label in another way—by limiting the label's opportunity to sell Parker to another label. Sun, incidentally, recently sold Elva Presley to RCA Victor (The Billboard, December 5).

Positive Damages

Meanwhile, Reber has contended that the breach of contract was willful. He says that he asked for positive damages in addition to punitive damages.

In attempting to assess damages, the Billboard national general charts were used to indicate how Parker was selling.

Parker, meanwhile, is recording for Duke. His Sun contract, signed June 18, 1953, was for one year with options and his new run at Duke made a contract September 4, 1954.

The Duke label in January of this year because of the decision of the Circuit Court of Appeal in the case of Silverman vs. the Son-See-See Picture Corporation, wherein it was held that "the purpose of the statutory renewal . . . is to give to the person who created the work the right of renewal or, in the right case, not growing legally out of the original copyright property, but a new creation for the benefit of the person who is the author of the work."

RCA's Miller

Continued from page 19

for about \$1,000—was waiting for him at VAB, but he would renege. "I'll wait for him, I'll wait for him, I'll wait for him," Desmond said.

In U. S. Enquiry

He posed out that while in the U. S. Army he did not work for Glenn Miller, but for the United States. Miller did however, Desmond said. "I would like to have the exact rights," Desmond said. This would include, he noted, permission to put out a Glenn Miller edition. "Johnny Desmond's Ship, With Glenn Miller."

"I don't want to be paid for my exclusive arrangement," Desmond said. "I want to be paid, if not for that, for something per sale and a royalty."

Desmond said he wished to ensure the Glenn Miller estate (to whom he had written) that he was not out of the picture, but he pointed out that the album was competitive to his own career on Capitol. The Miller estate, an entity that serves Victor as industry guarantor on the album.

The entire matter, to Desmond, is considered so vitally important that he has been the usual competitive areas indicated here. What, for instance, are the results of the legal enquiry involved? Desmond was asked when he made the sides. Where does he figure in the eco-

Who's That Man?

Continued from page 19

ny to the label's changeover on January 15, 1955. To the label's changeover on January 15, 1955. To the label's changeover on January 15, 1955.

On the A & R front, several outlets are believed to have been tendered offers, with especially strong interest involving Coca-Cola Bottling. At press time, the whole matter was still way up in the air.

Indie Franchise

Distribution-wise, the company made a single change in its existing line. The 10 indie outlets selected 12, one of which, a franchisee had been dropped unceremoniously, and handed these areas to the regional Victor-Capitol-Broadway jobbers.

It has been reported also that Fred Astaire's public relations for the subsidiary, is a likely candidate for a replacing job in the rapidly expanding RCA label.

Gene Autry, an accomplished singer, has been in line for an ongoing agreement. This was the last of the new releases in the vault in Italy.

Jack Burges, general manager of the label, said that the single record division, and Autry's boss, will fill in during his absence.

DeSylva Case

Continued from page 19

that a child, upon reaching maturity, would not execute an instrument in violation of another publisher's act.

The MPAA also notes that the decision of the Circuit Court of Appeal in the case of Silverman vs. the Son-See-See Picture Corporation, wherein it was held that "the purpose of the statutory renewal . . . is to give to the person who created the work the right of renewal or, in the right case, not growing legally out of the original copyright property, but a new creation for the benefit of the person who is the author of the work."

Widow's Action

Prior to the finding in the DeSylva case, publishers, acting under the Copyright Act as construed in the Silverman vs. Son-See-See case, concluded that when an author was survived by a widow and dependent, the right of renewal was the widow's alone. Many publishers, Waterbury points out, have obtained renewal and acted unethically, and the new decision is a newsworthy item for authors.

The brief states that the facts in the DeSylva case are unusual, and that the Copyright Statute has been interpreted in an "unusual and prejudicial manner."

The brief

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• **Best Sellers in Stores**

See survey week ending November 30

Title	Year	Weeks on Chart	Peak
1. LOVY, LOVE, LOVE (BMJ)—W. Flinn	1950	1	1
2. YOU WERE ME (BMJ)—Dex 20-622	1950	1	1
3. SIXTEEN TONS (BMJ)—Tennessee Kew	1950	2	3
4. YOU DON'T HAVE TO BE A Baby to Cry (ASCAP)—Cap 3332	1950	3	17
5. DON'T CALL ME LONESOME (BMJ)—E. Arnold	1950	3	14
6. TAKE ME TO THE CITY (BMJ)—Vic 42-616	1950	4	14
7. I JUST CARE (BMJ)—W. Flinn	1950	5	24
8. YOUR GOOD FOR NOTHING SIN (BMJ)—Dex 29-60	1950	5	24
9. I FORGOT TO REMEMBER TO FORGET (BMJ)—E. Penley	1950	4	13
10. BEAUTIFUL LIES (BMJ)—J. Shepard	1950	9	7
11. I THOUGHT OF YOU (BMJ)—Cap 3222	1950	7	20
12. SATISFIED MIND (BMJ)—F. Wagner	1950	7	20
13. EAT, DRINK AND BE MERRY (BMJ)—F. Wagner	1950	11	8
14. LET'S DANCE (BMJ)—Vic 20-619	1950	11	8
15. I WALKED ALONE LAST NIGHT (BMJ)—E. Arnold	1950	8	5
16. RICHEST MAN (BMJ)—Vic 20-620	1950	8	5
17. ALL RIGHT (BMJ)—E. Young	1950	10	13
18. ON THE WAY (BMJ)—Cap 32-63	1950	10	13
19. YOU WERE TO GO (BMJ)—C. Smith	1950	10	13
20. I FEEL LIKE GRIN' (BMJ)—Cap 23-02	1950	12	5
21. CATTLE CALL (ASCAP)—E. Arnold & H. Wadsworth	1950	12	5
22. REMEMBER ME (ASCAP)—Vic 20-619	1950	12	5
23. DON'T TAKE IT OUT ON ME (BMJ)—H. Thompson	1950	—	1
24. HEAR, HEAR HIS BIRD (BMJ)—Cap 3273	1950	—	1
25. IT'S A GUY LIKE (BMJ)—E. Young	1950	7	3
26. FOR THE LOVE OF A WOMAN LIKE FREE (BMJ)—Cap 3216	1950	7	3
27. YONDER COMES A SUCKER (BMJ)—Reeves	1950	—	1

• *Most Played in Juke Boxes*

Fee survey week ending November 30

Week End Date	Week End Chart	Weeks On Chart
1	LOVE, LOVE, LOVE (BMJ)—W. Plemons.....	1
2	IF YOU WERE ME (BMJ)—Dac 20062.....	1
3	JUST CALL ME LONGINESCO (BMJ)—E. Arnold.....	2
4	YOU DO ME BETTER (BMJ)—J. B. Smith.....	2
5	SIXTEEN TONS (BMJ)—C. Caspary.....	3
6	You Don't Have to Be a Baby in My Caspary—Cap 3062.....	3
7	FORGETFUL LIES (BMJ)—J. Shepherd.....	4
8	IF YOU ONLY (BMJ)—C. Caspary.....	4
9	MAINLINER (BMJ)—R. Starr.....	5
10	BORN TO BE HAPPY (BMJ)—Vic 20-6099.....	5
11	YONDER COMES A SUCKER (BMJ)—J. Harvon.....	6
12	The Hunter Inside (CASPARY—Vic 20-6088.....	6
13	ALRIGHT (BMJ)—C. Caspary.....	7
14	On Back You Paid (BMJ)—Cap 3109.....	7
15	I DON'T CARE (BMJ)—W. Plemons.....	7
16	Time to Get on With It (BMJ)—C. Caspary.....	8
17	IT'S A GREAT LIFE (BMJ)—J. Young.....	8
18	For the Love of a Woman Like (BMJ)—Cap 3070.....	8
19	I FORGOT TO REMEMBER TO FORGET (BMJ)—	9
20	E. Pinsky.....	9

• *Most Played by Jockeys*

for more week ending November 30

Slide Number	Slide Title	Lead Character	Written By
1.	LOVE, LOVE, LOVE-W. F. Florio..... Cp 2861-3861	1	11
2.	SIXTEEN TONS-Tennessee Emie..... Cp 3862-3862	2	4
3.	JUST CALL ME LONESOME-E. Arnold..... Va 28-6288-3891	3	13
4.	WHIT, BART, WHIT-G. Jones..... Cp 3892-3892	4	11
5.	ALL RIGHT-F. Young..... Cp 3893-3893	5	19
6.	SATISFIED MIND-F. Wagner..... Va 28-6289-3841	6	27
7.	IT'S A GREAT LIFE-F. Young..... Cp 3894-3894	6	2
8.	HERE TODAY AND GONE TOMORROW- J. E. & Maxine Brown..... Ft 228-2341	8	14
9.	FRONT CASE-W. Flinn..... Dm 3895-3841	9	23
10.	I THOUGHT OF YOU-J. Shepard..... Cp 3896-3896	-	-
11.	WHEN I STOP DREAMING-Lavin Brothers..... Cp 3897-3897	11	13
12.	I GOT TO REMEMBER TO FORGET- E. Ponkey..... Cp 3898-3898	7	9
13.	YONDER COMES A SUCKER-J. Reeves..... Va 28-6290-3841	8	10
14.	LOVE, DRILL AND BE MERRY-E. Wagner..... Va 28-6291-3841	14	2
15.	CATTLE CALL-E. Arnold & H. Winstenhalter..... Va 28-6292-3841	-	10
16.	YOU'RE FREE TO GO-C. Smith..... Cp 3899-3899	-	-

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Webb Pierce and his unit, comprising the Wandering Boys, Bonnie Sless, Red Sovine, Red Murphy, Glenn Roven and Gordon Terry, played in two capacity houses at the National Guard Armory, Jacksonville, Fla., Wednesday night of last week (28) despite the fact that cold weather forced cancellation of a dance date at Ocala, Fla., the night before. Dejeays in the Jacksonville area joined hands in promoting the date there. On December 1 the Pierce group played for Crocker (see Enquirer to Miami).

Tommy Lloyd, heard regularly over WTOD, Toledo, and appearing nightly at the Pioneer Club that city, has two sides coming on the Blue Hen label early in the new year. Tunes are "Goin' Home" b.w. "Listen to My Heart (It's Beating Just for You)," both published by Stephen Music, Fort Worth. . . . Jimmy Dickens heads up the big New Year's Day show at Clinton, O. . . . Mae Whisman, a band, Ray Price, George Morgan, Cowboy Copas and eight members of "THEKK Jamboos," Akron, pulled good business to the Alcazar Amusey Studio (6).

Red Foley embarked Sunday (4) on his second personal appearance tour in five weeks, opening at Robinson Memorial Auditorium, Little Rock. On Monday (5), he appeared at Municipal Auditorium, Pensacola, Fla., and Wednesday and Thursday (7-8) held forth at the Bi-Li Proctor in Tampa. For Friday and Saturday (9-10), Red moves into the Tower Theatre, Atlanta, winding up the trek at Edin Auditorium, Memphis, Sunday (11). On tour with Foley are the Crossroads Boys, Bobby Lord, Pete Stamper, the Foggy River Boys, and Lucita Todd.

Cowboy Howard Vokes, Hank King, Skeets Martin and Hank Gibson will guest on Buddy Mason's TVer over WFBG, Altoona, Pa., Wednesday (7). Immediately after the show, the group heads to Clearfield, Pa., for a guest spot on the jambores at the Roxy Theater there. . . . KJHM, new station at Brookfield, Mo., is putting the emphasis on country music and is anxious to receive dee samples. . . . Frank Evans was Nashville recently for an appearance with his band on "The Grand Ole Opry" and

The Lonesome Five Fiddlers move into Cleveland Saturday (10) for the guestar slot on "Circle Theater Jamboos." . . . The Carter Sisters and Mother Maybelle make a personal in Milton, Fla., next Wednesday (14), and do a guest shot with country deejays Dwyer Cook on WEEY there that night. . . . Billy Walker appears with the Webb Fife show on "Quark Jubilee" from Springfield, Mo., Saturday (16). . . . Pee Wee King, who

has augmented his regular TV showings with a flock of personal in recent months, winding up his road bookings each week to key off at his home in Louisville thru the holidays. Pee Wee will devote most of his time between now and February 1 to his music publishing business in Louisville. King and his managers, Bill King, mingled with the feathered men at the outdoor showmen's convention in Chicago last week.

Frank Thompson and His Big Valley Boys, under the personal management of Jim Halsey, are on a busy personal schedule right up until New Year's. They play Skyline Club, Austin, Texas, Wednesday (7), and then on

then Texas and Oklahoma on the following schedule: The West Victoria, Tex., 8; Audubon, Iowa, Tex., 9; Triunion Ballroom, Oklahoma City, 10; Backlots II, Backlots, Tex., 11; Beach Club, Valenz, Tex., 13; Robt P. Rehotson, Tex., 14; Cabaret Club, Sanders, Tex., 15; Fred's & Dilla, 16; Triunion Ballroom, Texas City, 17; American Legion Hall, Mount, Okla., 22; Triunion Ballroom, Oklahoma City, Civic Center, Bartlesville, Okla., 23; Armory, Blackwell, Okla., American Legion Hall, Seminole, Okla., 30, and Triunion Ballroom, Oklahoma City, 31.

Gary Williams, who has been working in and around Nashville the last two months, is back in Hollywood, where he joined "Tupac Hall Party" on Saturday (3). Before returning to the Coast, Williams toured the Texas country with James Dickens and Del Wood. . . . George Jones (Starday) is the newest name to be added to the talent lineup of "Louisiana Hayride," Shreveport. . . . The Chuck Wagon Gang (Colosseum) set for a string of performances in the Knoxville area during December.

Howard Vokes, of Vokes Music Publishing Company, New York City, Pa., reports that "Country Carnival" jamboree staged by Marty Krausz at Civic Hall, Pittsburgh, November 10, pulled a whopping crowd, setting many of the skeptics who still had faith in the project. According to Vokes, it'll be a weekly venue after the first of the year. On the initial show were Hank King (Dr. Gibson), the Kernell Sisters (Dale Matt Rye and His Allright Rambles, Mac Martin and Sunny Mountain Boys, John Roberts and His Troubadors, Swoody Edwards and His Texas, Betty Brent and Her Hangovers and Marty Krausz, WFLD disc jockey. It was the first show of a kind ever presented in the State City.

Eddy Arnold headlines the third "Grand Ole Opry" ABC TV show from Ryman Auditorium, Nashville, Saturday (10), beginning at 7 p.m. CST. Other features will include Carl Smith, Hank Snow, Manie Feal, Red Brubaker, Marty Robbins, Jessi Sheppard, the Judds, Loretta Lynn, Grandpa Jones, Cowboy Copas, the Junior Kentucky Birthdays, square dancers, and Nitty Gritty Dirt Band. The Opry show will feature a musical Christmas setting, with Arnold, stressing his own RCA Victor release, "Christmas Can't

George Riddle, of WROL and TV, Knoxville, is set until middle of December on a strike dates in the Knoxville area. Jimmy Murphy (Columbia) Carlos Henderson, of the Cas W es shows. Riddle will hop Indiana December 17 to spend holidays with kinfolk. During stay there he'll appear as guest WLBC-TV, Muncie; WGL, Wayne; WARU, Peru, and WJ Mayes.

WLW's "Midwestern Ride" has begun the pitching records in connection with

Wednesday night NBC's new work TV show. For a 50-piece plus a hangout from sponsor's (Kolyons) toothbrushes may obtain the most wanted of Phyllis Diller, Bobby Holman, the W. Brothers, Clay Kaper, D.Lee, Kenny Trier and Shmoozers on the Friday-Saturday label. — Ron Blake appears with the Wee King TV show from Chicago Saturday [10].

Johnny Horton, Betty Amos, and Howie, the Armstrongs, and Sonny Tamm, Ray Comer, Peach-Seed Jones, with Horton sang a medley, played to two thousands at City Auditorium in Tex., November 21. In sponsorship of the local National Guard, Glenn Ritch, dept. KCVI, Greenville, Tex., was in out of the show when he lost a hospital following a fall. The same show played Orange last Thursday (1).

With virtually all the regulars on hand, "Louis Hayride," of KWKH, Sheppert, played to a capacity crowd Saturday night, Nov. 25. On deck for the occasion were Elvis Presley, Jim

Newman, Johnny Horton, Wanda Taylor, George Jones, Betty Anne, Jeanne Hinks, Hoot and Curley, Fred, Buddy Atwater, F. Crumer, and the Lamp-Lamp Boys, the "Hayride" band. Guests were from Rhodes and the touring group from Memphis, Buddy Thompson, new Victor artist. Visitors included Ed Hamilton, of KRUS, Baton, La., and Jimmy Johnny.

With the Jockeys
Harry Bryan and R. Noels, at WTJS, Jacksonville, are spinning an hour and 45 minutes of country western stuff a day, six days a week. . . Harry Galt

WESTPOP RECORDS

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WESTPOP RECORDS
ANNOUNCING NEW WESTPOP RECORDS:
1130 BY MARY MARTIN
1131 BY JIMMY GALLAGHER
1132 BY JIMMY GALLAGHER
1133 BY JIMMY GALLAGHER
1134 BY JIMMY GALLAGHER
1135 BY JIMMY GALLAGHER
1136 BY JIMMY GALLAGHER
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1198 BY JIMMY GALLAGHER
1199 BY JIMMY GALLAGHER
1200 BY JIMMY GALLAGHER

★ ★ ★

NEW HITS

1130 BY MARY MARTIN
TELEVISION LOVE 11/1
BLEEDING HEARTS
1131 BY JIMMY GALLAGHER
THE WESTPOP SING
YOUR BLUES TALK WITH YOU 11/1
YOUR BLUES TALK WITH YOU 11/1
1132 BY JIMMY GALLAGHER
WHO DO YOU LOVE, YOU DO 11/1
I'VE GOT A RIGHT TO KNOW
—WESTPOP RECORDS—
WESTPOP RECORDS, INC.
2111 Washington Boulevard, Suite 10, Idaho
Falls, Idaho 83401

SANTA CLAUS HEADQUARTERS
Circulars-Free
Dance-COSTUMES-Clown
SPECIAL COSTUMES MADE TO ORDER
 *The Customer*
DESIGNS AND RENTERS
238 STATE ST., ROOM 5 SCHENECTADY, N. Y.

FOLK TALENT AND TUNES

Continued from page 55

arriving at the studios of WSM, Nashville, recently when he journeyed there to do a "Mr. Dejeu, U. S. A." slot. Seems Caines' hotel forgot to wake him in time. While in Nashville, Hany guested on Eddie Hill's "Breakfast With the Stars," and was a guest of Cowboy Copas on the "Grand Ole Opry."

Greene Landon, of Hill and Lange Songs, Inc., New York, relates that Gene Ryan, WFM, Goldsboro, N. C., attended the dinner convention in Nashville for the last time, and was so impressed that he has vowed to remain in the country and reside here the rest of his days. Hill Road has just celebrated its 25th anniversary at Hill, Dallas, making him the oldest c.d. show in Dallas and the Southwest. Doug Williams, 1025 Preston Drive, Nashville, is another Billie Wolfe's McGinnis stating of "Honey, Don't You Miss Me?" as "Win Don't You Leave Me Alone?" So these days who write.

Dorley Cline, who spins ten over WFTB, Milton, Fla., recently took over a new representative show which runs 12-15 p.m. on WFTB. Bill Mack, KWT, Wichita Falls, Tex., had Carl Smith, Mike Williams, Charles Anderson, the Farmer Boys, Benny Martin and Justin Tubb for a December 1 appearance at Wichita Falls Municipal Auditorium. And here's a switch! Mack says he has no complaints whatsoever for the record company. He's getting "terrible service from all of them." Paul Buckirk (Lido) recently appeared on Pete Burrows' show on KONT, Drexton, Tex. Burrows adds that the Five Strings appeared in Wichita Falls November 25 with Cowboy Copas, Floyd Tillman and Fannie Hunter to help him kick off a new western show, "Friday Night in Fort Worth."

Dave G. Rod, president of Westport Enterprises, Inc., Kansas City, Mo., states "I see your column every week & I keep me posted on who is spending the c.d. records. Have read the appeal for donors and we are sending them our records, just completed making our three latest record waxes, together with Western and information on Milt Dekey, the Westport Kids and Benny Dallas, to all the disk jockeys on our list, which now numbers over 600 in 45 States. Would like to hear from jockeys who aren't receiving our records." Happy Waterfield, design performer at WKBG, Mobile, Ala., and the Kings of the Hillbillies are a new dance band show at Pritchard Amuse, Mobile, November 13. Jerry Green has checked his job of touring the country pattern at KPTV, Fort Smith, Ark., to take a posting with Procter & Gamble.

Howdydo Howkins and Jess Shepherd, while in La

Grange, Ca., recently for personal appearance, guested on Weyman, Reno's "Hillbilly Melrose," which is heard from 5-5:30 p.m. over WTIC. Law Bank, White, Griffin, Ca., who recently added to his schedule 18:15-55, Monday thru Friday, notes that the age is growing stronger every day. Another night longer weekly list of the top 10 c.d. hits from his shows to publishers and record companies, and says this response has been excellent. Leon Sanders of KDET, Center, Tex., asks: "If the major record companies can't afford to send records to the radio stations, as they claim, how can the small independent labels afford to do so?" From some of the small companies we receive as many as five copies of each release. Why can't the big companies stand the expense, too? Smaller Jack Tucker states the day was a glister show, 6-7 a.m. Monday thru Saturday, over WFVA, Fredericksburg, Va.

The Madron Brothers and Rose, Bob and His Texas Cowboys, Justin Tubb and Rose and Betty appeared on the same bill at East Port Colleton, Lakeland, Tex., recently, reports Dave Stone of KDAY, Lubbock. In addition to his regular routine show over KWEM, M. on p.m., Dick Stuart has acquired the afternoon "area" that "was Bill Strength formerly handled." Nervous Ned Neeland is now carrying a show every Saturday afternoon from 3-3:30 over WHOP, Ocala, Fla., that features Sonny Lee and the Stateline Sand Dusters. Johnny Cree, who runs the c.d. variable at WHEP, High Point, N. C., complains that he isn't getting any M-G-M or Decca records. Says he needs records by Red Stewart, Wade Ray and Bob Wiley.

Doug (Lefty) MacDonald, CKB, Fredericksburg, Ind., letters: "I read your column each week as it provides a valuable service in new disk jockeys, the staff, who constantly add to make periodic jumps to the Southern States to keep abreast of the goings-on of the c.d. scene. My daily 'Tunch House Reviews,' taken from 1:35-2 p.m., is really in need of disk, especially Hank Snow records, which are greatly in demand in this area."

The Red Foley radio show, which originates from Springfield, Mo., has been purchased by Fremont Overman Radio for use on their Tri-State station. Other Springfield-originated programs airing outside the U.S.A. are the Tennessee Ernie Ford show, heard in South Africa, Singapore and Trinidad, and the Smiley Burnett show, heard in New Zealand and Oklahoma.

The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending November 30

Rank	Week	Title	Artist	Label	Weeks on Chart
1	20	ONLY YOU (BGM)-Platters.....	Bert, Beate and Bill (BGM)-Mercury 7045	1	20
2	6	HANDS OFF (BGM)-J. McShann.....	Atlantic 1075-804	2	6
3	8	POOR ME (BGM)-F. Domino.....	Imperial 5700-804	3	8
4	7	PLAY IT FAIR (BGM)-L. Baker.....	Capitol 350-1000	4	7
5	6	ADORABLE (BGM)-Drifters.....	Atlantic 1075-804	5	6
6	10	AT MY FRONT DOOR (BGM)-E. Doras.....	Mercury 7045-804	6	10
7	10	TUTTI FRUTTI (BGM)-Little Richard.....	Imperial 5700-804	7	10
8	10	FEEL SO GOOD (BGM)-Shirley & Lee.....	Mercury 7045-804	8	10
9	14	ALL AROUND THE WORLD (BGM)-Little Willie John.....	Mercury 7045-804	9	14
10	14	HEAR YOU KNOCKIN' (BGM)-S. Lewis.....	Mercury 7045-804	10	14
11	7	THIRTY DAYS (BGM)-C. Berry.....	Mercury 7045-804	11	7
12	10	DON'T START ME TALKIN' (BGM)-Savoy Boy Williams.....	Mercury 7045-804	12	10
13	2	WITCHHUNT (BGM)-S. Lewis.....	Mercury 7045-804	13	2
14	2	SHOOT JOE'S CAFE (BGM)-Robins.....	Mercury 7045-804	14	2
15	2	WHEN YOU DANCE (BGM)-Tatum.....	Mercury 7045-804	15	2

• Most Played in Juke Boxes

For survey week ending November 30

Rank	Week	Title	Artist	Label	Weeks on Chart
1	14	ONLY YOU (BGM)-Platters.....	Bert, Beate and Bill (BGM)-Mercury 7045	1	14
2	10	AT MY FRONT DOOR (BGM)-E. Doras.....	Mercury 7045-804	2	10
3	7	PLAY IT FAIR (BGM)-L. Baker.....	Capitol 350-1000	3	7
4	8	HEAR YOU KNOCKIN' (BGM)-S. Lewis.....	Mercury 7045-804	4	8
5	7	FEEL SO GOOD (BGM)-Shirley & Lee.....	Mercury 7045-804	5	7
6	1	GOOD ROCKIN' DADDY (BGM)-E. James.....	Mercury 7045-804	6	1
7	2	HANDS OFF (BGM)-J. McShann.....	Atlantic 1075-804	7	2
8	6	THIRTY DAYS (BGM)-C. Berry.....	Mercury 7045-804	8	6
9	2	ALL AROUND THE WORLD (BGM)-Little Willie John.....	Mercury 7045-804	9	2
10	6	DON'T START ME TALKIN' (BGM)-Savoy Boy Williams.....	Mercury 7045-804	10	6
11	7	EVERYDAY (BGM)-C. Berry.....	Mercury 7045-804	11	7

• Most Played by Jockeys

For survey week ending November 30

Rank	Week	Title	Artist	Label	Weeks on Chart
1	12	ONLY YOU (BGM)-Platters.....	Bert, Beate and Bill (BGM)-Mercury 7045	1	12
2	4	HANDS OFF (BGM)-J. McShann.....	Atlantic 1075-804	2	4
3	8	PLAY IT FAIR (BGM)-L. Baker.....	Capitol 350-1000	3	8
4	13	POOR ME (BGM)-F. Domino.....	Imperial 5700-804	4	13
5	7	ADORABLE (BGM)-Drifters.....	Atlantic 1075-804	5	7
6	12	AT MY FRONT DOOR (BGM)-E. Doras.....	Mercury 7045-804	6	12
7	1	I CAN'T GO ON (BGM)-F. Domino.....	Imperial 5700-804	7	1
8	14	HEAR YOU KNOCKIN' (BGM)-S. Lewis.....	Mercury 7045-804	8	14
9	13	ALL BY MYSELF (BGM)-F. Domino.....	Imperial 5700-804	9	13
10	5	DON'T START ME TALKIN' (BGM)-Savoy Boy Williams.....	Mercury 7045-804	10	5
11	1	BURN THAT CANDLE-B. Haley.....	Mercury 7045-804	11	1
12	15	TUTTI FRUTTI-Little Richard.....	Imperial 5700-804	12	15
13	2	CAUSE YOU'RE MY LOVER-Five Keys.....	Mercury 7045-804	13	2
14	10	EVERYDAY-C. Berry.....	Mercury 7045-804	14	10
15	1	STEAMBOAT (BGM)-Drifters.....	Atlantic 1075-804	15	1

CLIMBING
FAST
"I'LL BE
FOREVER
LOVING
YOU"by
THE EL DORADOSNOW
No. 2 and 4position on the Billboard
National MUSIC CHARTS

#155 Vee Jay

'HANDS
OFF'by
PRISCILLA BOWMANwith
JAY McSHANN'S ORCHESTRA

#147 Vee Jay

"AT MY
FRONT
DOOR"by
THE EL DORADOS

NEW RELEASES

#158 Vee Jay

"OOP-DE-OOP"

by
EARL PHILLIPS

b/w

#164 Vee Jay

"Nothing But Love"

by
JOHN LEE HOOKER

b/w

#165 Vee Jay

"Mambo Chillon"

VEE-JAY Records, Inc.
2125 S. Michigan Ave., Chicago
Phone: CH 6-1414SAVE MONEY
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BILLBOARD
SUBSCRIPTION
TODAY

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please enclose subscription to the Billboard for one full year (12 issues) for \$10.00 (plus postage \$2.00 on single copy rates).

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Name _____

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The Billboard Industry's
Leading National Weekly

Our Sincere Thanks

to the many visitors at our

Booths at the

N.A.A.P.P.B. SHOW

and for the wonderful response
given our rides.

LITTLE SHOW BOAT and the TRACKLESS TRAIN

ALAN HAWES MFG. & DISPLAY CO.

197 Peters St., S. W.

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AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co.

- CONCESSION TOPS
- BANNERS
- SHOW TENTS
- RIDE CANVAS

BERNIE MENDELSON

Phone Address: 1-1330 CHICAGO 46, ILL.

4002 N. CLARK ST.

COTTON CANDY CONES

By putting on cotton candy we have increased production on Cotton Candy Cones and we can now give you all you want. Our machine from used to cost has been stocked up again to order from the source nearest you.

The demand this year was far greater than we had anticipated and we appreciate your patience in waiting for delivery.

GOLD MEDAL PRODUCTS CO.

2104 THIRD ST. CINCINNATI 1, OHIO

BIG PROFITS

with SOFT
ICE CREAM



San-Serv

DIRECT DRAW
RAISED VAN

SALES TO THE TRADE INDUSTRY
GENERAL EQUIPMENT SALES, INC.

1240 STUBBS BLVD. INDIANAPOLIS, IND.

MAKE \$100.00 A DAY

On Candy
Floss

Our PATENTED
2000 is just the
one you need to
make money with
anywhere, anytime.
No vibration
No noise
Write today for
free literature.

ELECTRIC CARRY FLOSS MACHINE CO.
720 Hudson Ave. BOSTON 15, MASS.

2000 is just the
one you need to
make money with
anywhere, anytime.
No vibration
No noise
Write today for
free literature.

2000 is just the
one you need to
make money with
anywhere, anytime.
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free literature.

ATTENTION

FAIR SECRETARIES—
CELEBRATION CHAIRMAN

Production and Variety Shows are
the main and "highest production" for
the celebration and celebration shows.
Our Secretaries produce these from
actual films at community.
QUALITY PERFORMERS. Continued
entertainment and entertainment
and full year entertainment is
the most out of all.

HAL GARDNER PRODUCTIONS
1122 Webster Ave.
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Coliseum Firm to Stage Meeting for Show Mgrs.

NEW YORK, Dec. 3.—A special meeting for exhibition managers will be held Tuesday (6) at the New York Coliseum, which is rapidly nearing completion. The discussion and tour of facilities is being held by the Coliseum Exhibition Corporation, which has contracted with the Triborough Bridge and Tunnel Authority for control of the new building's space.

Conducting the tour and demonstration will be Howard Simon, vice-president of Coliseum Exhibition Corporation, which has contracted with the Triborough Bridge and Tunnel Authority for control of the new building's space.

Among those managers who have accepted invitations are Richard Boley, Jacob S. Glazer, Robert Dark, Hayward Cleveland, Ralph D. Clark, C. A. Parnett, William S. O'Brien, Standish O'Neil, Evelyn McCallagh, Joseph Alton, Ralph Lang, E. K. Stevens, John (Jimmy) J. Brown, Albert J. Chase, Peter J. Solano, Victor Chastano, William C. Copp and W. K. Seely.

The large structure is to open April 23 with those showing going on simultaneously—the International Motor Sports Show, also at the Coliseum.

COMING EVENTS

California
San Diego—Admission Co. Show, Jan. 10-19

Florida
Tallahassee—Admission Co. Show, Jan. 10-19

Georgia
Atlanta—Admission Co. Show, Jan. 10-19

Illinois
Chicago—Admission Co. Show, Jan. 10-19

Michigan
Detroit—Admission Co. Show, Jan. 10-19

Minnesota
Minneapolis—Admission Co. Show, Jan. 10-19

Missouri
St. Louis—Admission Co. Show, Jan. 10-19

Nebraska
Omaha—Admission Co. Show, Jan. 10-19

New York
New York—Admission Co. Show, Jan. 10-19

North Carolina
Charlotte—Admission Co. Show, Jan. 10-19

Ohio
Cleveland—Admission Co. Show, Jan. 10-19

Oklahoma
Oklahoma City—Admission Co. Show, Jan. 10-19

Oregon
Portland—Admission Co. Show, Jan. 10-19

Pennsylvania
Philadelphia—Admission Co. Show, Jan. 10-19

Rhode Island
Providence—Admission Co. Show, Jan. 10-19

South Carolina
Charleston—Admission Co. Show, Jan. 10-19

South Dakota
Sioux Falls—Admission Co. Show, Jan. 10-19

Tennessee
Nashville—Admission Co. Show, Jan. 10-19

Texas
Dallas—Admission Co. Show, Jan. 10-19

Utah
Salt Lake City—Admission Co. Show, Jan. 10-19

Vermont
Montpelier—Admission Co. Show, Jan. 10-19

Virginia
Richmond—Admission Co. Show, Jan. 10-19

Washington
Seattle—Admission Co. Show, Jan. 10-19

West Virginia
Martinsburg—Admission Co. Show, Jan. 10-19

Wisconsin
Milwaukee—Admission Co. Show, Jan. 10-19

Wyoming
Cheyenne—Admission Co. Show, Jan. 10-19

Idaho
Boise—Admission Co. Show, Jan. 10-19

Montana
Billings—Admission Co. Show, Jan. 10-19

Nebraska
Omaha—Admission Co. Show, Jan. 10-19

North Dakota
Grand Forks—Admission Co. Show, Jan. 10-19

South Dakota
Sioux Falls—Admission Co. Show, Jan. 10-19

TV PRESTIGE

Ford Films to
Spot Wagner's
Stunt Drivers

PHILADELPHIA, Dec. 3.—A group of many has jump in one of the stunt Bobby Wagner intends to have in his Auto Daredevil.

Wagner's group will be featured this winter in Ford TV commercials pretty shortly, he says. The stunt crew, led by Bobby Laylay and Bill Ward, finished the films on early at Alton Speedway, Pittman, N. J. New Ford safety belts were used as several crashes, as were padded steering wheels.

Films were directed by John De Bevoise, of the J. Walter Thompson Advertising Agency, New York. Jack Beck, general manager of Townsend of Thrills, Inc., and Wagner. It is believed that release of the films over the winter will add greatly to the show's prestige.

Al Martin, of Boston, will again be exclusive representative for the show, Wagner says. The staff will remain intact, with Henry Purill and Ford Kowalski, advance agents, and Ray Wagner, and manager, Laylay will be truck manager and chief stunter for the fourth year.

Carnival Routes

Sent to
2100 Patterson St.
Cincinnati 22, O.

Missouri
St. Louis—Admission Co. Show, Jan. 10-19

Illinois
Chicago—Admission Co. Show, Jan. 10-19

Michigan
Detroit—Admission Co. Show, Jan. 10-19

Minnesota
Minneapolis—Admission Co. Show, Jan. 10-19

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Nebraska
Omaha—Admission Co. Show, Jan. 10-19

North Dakota
Grand Forks—Admission Co. Show, Jan. 10-19

DON'T BE LIKE THE OSTRICH!
When it comes to
holidays, be ahead of
the crowd.

Buy Your Insurance With Confidence
From David Friedman

CHAS. A. LENZ
"The Insurance Man"

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St. Petersburg, Fla.
Phone: 3-8141

TENTS
ALL SIZES
ALL TYPES

Well Made for Over 75 Years
Materials on hand either dyed in colors or "CHIEF FLOTT" Under-
mined approved flame, water and
mold-treated decks.

IMMEDIATE DELIVERY
"50" T. 25500—Geo. W. Johnson

**UNITED STATES
TENT & AWNING CO.**
2311-21 W. Main CHICAGO 12, ILL.
Chicago's Old Tent House Since 1911

**NEW! ALL NEW
TOLEDO 50
FLOSS MACHINE**

\$199.50

The latest in flossing design
completely guaranteed to produce
perfect flossing. Give your machine
the complete instruction on the new
machine. If you haven't bought a floss
machine before, this is your chance.

CONCESSION SUPPLY CO.
2916 So. 8th St. Tulsa 19, Okla.

CHAIRS-TABLES
IMMEDIATE DELIVERY
138 STILES - STEEL - WOOD
FOLDING
CONCESSION SUPPLY CO. 2916 So. 8th St. Tulsa 19, Okla.

**He's alive and
you helped**

People still die from tuberculosis
each year and American youth
become victims.

Use the money which you give
for Christmas to help in
fighting tuberculosis.

Christmas Seals help tuberculosis
research—through education, case
finding, patient rehabilitation, and
research.

Make Christmas Seals a part of
your holiday giving today.

**Buy and use
Christmas Seals**
(YOUR NAME HERE)

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Leaves Company

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Phone: 520-1000
HARRY SOMMERVILLE

510-570 EAST 19th St.
Kansas City, Mo.
Phone: 520-1000
HARRY SOMMERVILLE

510-570 EAST 19th St.
Kansas City, Mo.
Phone: 520-1000
HARRY SOMMERVILLE

ROYAL POPCORN

Cincinnati Supplies & Equipment
ROY SMITH CO.

1207 19th St. 301 Park St.
Cincinnati, Ohio

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1207 19th St. 301 Park St.
Cincinnati, Ohio

Cretors

"AMERICA"
Low-cost Counter
Model, 6-in.
capacity. Measures 27"x21"x
25 1/2" high.

POPCORN
MACHINES
Since 1895

POPCORN
MACHINES
Since 1895

POPCORN
MACHINES
Since 1895

FAIR ASSN. MEETINGS

WINTER FAIRS

IAEF Elects Stewart As '56 President

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. C. S. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severn, Indianapolis, January 1-3. William E. Hays, 200 W. Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Madison Hotel, Milwaukee, January 3-5. Win H. Eldridge, 3159 East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fair Association, Welton Hotel, Concord, Mass., January 9-10. Paul Carson, Topsham, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 22-23. James C. Pedersen, 3521 22nd Avenue South, Minneapolis, secretary.

Kansas Fair Association, Wyandotte Hotel, Topeka, January 11. Everett E. Eklart, Stafford, secretary.

Ohio Fair Managers' Association, Hamilton Hotel, Columbus, January 10-12. Chalkie V. Schell, 709-710 Berkeley Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governors Hotel, Jefferson City, January 12-13. James E. Wagner, Department of Agriculture, Jefferson City, secretary.

Central New York Association of Agricultural Fairs, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secretary.

Michigan Association of Fairs & Exhibitions, Post Stanley Hotel, Detroit, January 15-17. Harry B. Kirby, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 18. Joe F. Fowett, 250 Riverside Drive, Macon, secretary.

Connecticut State Fair Association, No. Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 101, Nashville, secretary.

Kentucky Association of Agricultural Fairs, 88 Walter Hotel, Raleigh, January 19-20. Corbis Cline, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. Charles E. Finch, Fairgrounds, Riverside Drive, Dallas, Texas, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-24. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Chamber Hotel, Lincoln, January 23-25. H. McClellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Edmonton, January 24-25. L. L. Walsh, Bonhomage Hotel, Burlington, Ont., secretary.

Maine Association of Agricultural Fairs, Lonsdale Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lexington Hotel, Williamsport, January 25-27. Charles W. Swoyer, 523 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doo Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence F. Fisher Hotel, Minot, January 26-28. A. D. Scott, Box 65, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuillan, P. O. Box 3998, Oklahoma City, secretary.

West Virginia Association of Fairs, Daniel Boone Hotel, Charleston, January 28. J. T. Hutto, 327 Bank Avenue, Huntington, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vandenberg, Hamburg, secretary.

Rocky Mountain Association of Fairs, Raleigh Hotel, Grand Falls, Mo., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Coory, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson, Miss., executive secretary.

Texas Association of Fairs and Exhibitions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Excelsior Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 107, Little Rock, secretary.

Association of Connecticut Fairs, Tennyson High School, Tennyson, March 7. Joseph C. Burdett, North Haven, secretary.

IAFE Ladies

Continued from page 58

Eschschers, Mich. Mrs. J. Hugh Egan, Yalisho, Wash.; Mrs. Arthur Benge, Chicago; Mrs. Chris Wagner, Rockford; Mrs. J. H. Smith, Chicago; Mrs. Peter Buehler, Detroit; Mrs. C. J. Matthews, Muskegon; Mrs. H. E. Pimm, Buffalo, Mich.; Mrs. Ray LaPorte, Eschschers, Mich.; Mrs. C. A. Deane, London, Ont.; Mrs. T. O. Robinson, London, Ont.; Mrs. G. M. Hamill, Atlantic City, N. J.; Mrs. J. C. Rush, Atlantic City, N. J.

Letter List

Letters and programs addressed to persons in the Billboard will be acknowledged in this list for one month only. If you are not sure that your letter has been received, please write again. The Billboard will be glad to receive your letter again. If you are not sure that your letter has been received, please write again. The Billboard will be glad to receive your letter again.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Patrol Part
Adams, Mrs. J. H. (Cincinnati)
Adams, Mrs. J. H. (Cincinnati)
Adams, Mrs. J. H. (Cincinnati)

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Jack Reynolds Named Vice-President, Kingman Re-Elected Secretary-Treas.

CHICAGO, Dec. 3. — James Stewart, executive vice-president and general manager of the State Fair of Texas, Dallas, was elected president of the International Association of Fairs and Expositions at its annual convention here Monday night Wednesday (25-26). He was elected to the position of president of the Oklahoma State Fair, Oklahoma City.

Stewart has been with the Dallas fair since 1939, coming to the big annual show a career devoted to activities in the Southwest. During his lifetime he was an athletic coach and the first executive secretary of the Southwest Athletic Conference. He has long been active in the Dallas Chamber of Commerce and has been national vice-president of the Junior Chamber of Commerce.

Jack Reynolds, manager of the Eastern States Exposition, Springfield, Mass., was named vice-president, and Frank H. Kingman, Windsor-Salem (N. C.), was named secretary-treasurer. New directors for the old-numbered associations include John LeRoy, Dunwoody, N. Y.

Chicago Meet
Continued from page 62

tration, Kaasop said. In closing, he said he expects to pay a visit when he exhibits and advised against providing a free show as it is impossible to attract the machinery dealers by any other means.

Ralph Deane, of the Canadian National Exhibition, Toronto, extolled the virtues of his fair's permanent concession buildings. LeRoy (N.Y.) and Stewart, manager of the Wisconsin State Fair, Milwaukee, explained experience with a light, no-pipe outside gate policy.

James A. Stewart, manager of the State Fair of Texas, Dallas, spoke on the success of his fair's exhibits, its photograph museum and its agricultural show.

Auto Races
Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines, spoke briefly on night auto races. He said advantages included the elimination of excessive heat in daylight and cars, less problem from dust and more comfort to patrons sitting in the grandstands.

Cunningham pointed out, however, that night races at Des Moines outdoor daytime races by only a slight margin.

Donald L. Swanson, manager of the Michigan State Fair, Detroit, described his fair's Coco Kid race track, a grocery chain and James Reynolds, Eastern States Exposition, Springfield, Mass., related the publicity break they received by appearing on the State Fair network television show, "Bill Wynne, Mid-State Fair, Memphis, spoke on state governments as did W. C. Clarke, of the Ottawa, Ont., Fair.

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CARNIVALS

HUTCHINSON, KAN FAIR
SIGNS ROYAL AMERICAN

Gooding Picks Up Savannah, Olson
Switches From Laurel to Tupelo

By HERB DOTYEN

CHICAGO, Dec. 3.—Pleased at that last notified with the generally high midway grosses shown there this year, particularly all of the fairs of the Midwest and South represented at the out-of-door convention here this week re-constructed the same outcome for 1956.

Only a few fairs made payoffs, but changes stressed out from discount over 25 gross in most such instances but from other factors.

The Kansas State Fair at Hutchinson, for instance, had been trying to get the Royal American

shows to play it. However, the R.A. had not been able to do so because of conflicting dates with the Kansas Free Fair at Topeka.

Change Dates

The conflict was eliminated at the opening of the convention when the Topeka fair obliged by advancing its dates one day to close on a Thursday. Hutchinson at the same time moved up its closing one day, giving it a Thursday finale, thus enabling the Royal American to have ample time to move to Oklahoma City for a Saturday opening at the Oklahoma State Fair.

Hutchinson is good for a big midway gross, and its signing further before the show's already fair made by filling in a gap in which it previously either was idle or still didn't in a spot with relatively little return.

For the Hutchinson fair, the

signing will put a railroad show on the midway for the first time in its eight-year run. During that period the fair had brought in lions, shows and concessions and varying arrangements, but the end result, in the eyes of the fair, did not measure up anywhere nearly what thought might be obtained with a show of the Royal American's caliber.

Booster Fair Route

The former Amusement Company of America, retired, led by Olson Shores after its manager, Paul Olson, boosted its fair route by substituting the fair at Topeka, Miss., for the one at Laurel, Miss. The switch will save the show on railroads and also provide the opportunity for a bigger gross than Laurel. The Laurel date was secured by C. C. (Speck) Green, former fair line boss (Shores).

(Continued on page 70)

1,200 Celebrate
At SLA Banquet

Gold Life Membership Cards
Awarded Louis Berger, E. W. Evans

CHICAGO, Dec. 3.—Upward of 1,200 show people and their guests turned out for the 43rd annual banquet and ball of the Showmen's League of America, this year held in the Ball Tavern of the Hotel Sherman at 1:30 p.m., under the supervision of Ed Soper.

The advance program, which was attended by close to 400, began with an organ prelude by Gerald Cronquist, and Sophia Vail sang "Let Not Your Heart Be Troubled."

Rev. Adolph Bohm delivered the invocation, which was followed by "Beautiful Land of Showmen," sung by Gertrude Biehl. Rev. Bohm also delivered the address of the day, which was titled "The Voice of Yesterday," Earl Bickel sang the "Old Psalm," and George B. Fillet, League chaplain, read the program for members.

The presentation program was by the Square Plot of the American League. The Edgewater Trio sang "Bonds and Water," with the introduction by the Rev. Bohm and the organ prelude by Gerald Cronquist.

Members who passed on during 1955 included Robert C. Hicks, Rudolph Nussbaum, Charles W. Hicks, Harry B. Heff, Charles Green, Fred Anderson, William Johnson, Nate Nye, Robert J. Dodge, Richard Levy, Michael J. Radevich, Nate Johnson, Harry Marshall, J. Robert Ward, John Latta, Edmund Murphy and L. Vernon Shurt. Watson and Latta were buried in the club's cemetery plot here.

200 Attend
Tampa Club
Beach Party

TAMPA, Dec. 3.—Upward of 200 members of the Greater Tampa Showmen's Association turned out for the club's annual picnic here at Bob Florio's Ruben Beach.

Doc Hartwick, chairman of the event, said all preparations were made when the members arrived. Two legs of lamb, donated by President C. J. Weiss and Vice-President C. C. Greenleaf, was a center of attraction.

Children and the ladies were in a number of contests for cash prizes. Entertainment consisted of a number of local night spots were on hand along with several local entertainers. Willie Gray, former owner of Seaworthy camp, entertained the kids and Ted Thurlington and Steve Peak had their boots on to the midgets around the lake.

Three to Work
With Gooding
Units in '56

CHICAGO, Dec. 3.—Three Scramblers will operate under the Gooding banner during the 1956 season, Thelma Gooding, who heads the far-flung Gooding operation, indicated during the outdoor convention here this week.

John Callaghan, commissionaire, long identified with the Gooding days, has been promised delivery of a Scrambler and will link it with one of the Gooding units. In addition, Gooding said he expected to back two other Scramblers.

Gooding did much buying at the trade show, putting his outfit for new rides and equipment at \$60,000. He also bought a new lighting system for a Tulsa-Walsh purchased from the Allen Herschell Manufacturing Company.

Gooding again will have a "Dancing Wagon" unit, but will make it principally a new beauty. He also disclosed that he had booked Leo Carroll's camp show and Carroll's lake show, but dog show.

Smethick, treasurer emeritus, George B. Fillet, chaplain, Morris A. Hall and Robert Beaudry, co-consumers, led the showmen's group. Honorary chairman, Arthur H. Hester, retired, executive secretary. Those representing other organizations and clubs included Art Frazee, chairman of the American Association; William B. (Bill) Green, chairman Showmen's Association; M. (Marty) Moore, Showmen's Association; San Francisco, O. J. (Whitney) Weiss, George Tampa Showmen's Association; John Sullivan, Hot Springs Showmen's Association; C. C. (Speck) Greenleaf, (Continued on page 70)

RAS Train to Move
On All-Steel Wheels

CHICAGO, Dec. 3.—Come next spring, the Royal American Showmen's Association will have its train on all-steel wheels, Carl Seifman, RAS owner, disclosed this week at the outdoor convention here.

The last of the old iron wheels on the train are now being replaced in winter quarters at Tampa, Seifman said, adding that when the job is completed the show train will be the only one equipped through with steel wheels.

The changeover, he pointed out, would add greatly to safety in operation.

The show also is equipping all of its cars with U-type fire flames, and the show is also installing another safety annex, Seifman said.

WQ Project

Another major winter quarters project is installing each of the show's four No. 12 El Wheel low-boy train cars equipped with a new set of wheels, which will be so new that they can be erected and dismantled hydraulically.

The hydraulic method of erecting and lowering down—Ernie Willets was introduced by the Carthage Manufacturing Company of Bensenville, Ill., and up to now had been used largely on smaller wheels, mostly in the Fair West.

The method cut down sharply the time it takes to put up and

MIAMI NOMINATIONS
Buck Tops MSA Slate;
List Vivona for V-P.

MIAMI, Dec. 3.—Oscar G. Buck was nominated this week for the presidency of the Miami Showmen's Association at Miami's night's (28) meeting, presided over by Treasurer Mel G. Dodson in the absence of Sam Peck, president, who was attending the National Showmen's Association banquet in New York.

Buck heads the slate of officers brought in by the nominating committee. He will, if elected, advance from the first vice-presidency and other vice-presidents will also move up one notch. These are Ben Manning and Ben Weiss. The resultant vacancy for third vice-president, the committee recommended, would be filled by John Vivona.

Other officers named, in addition to the Showmen's board of governors, were Mel G. Dodson and William J. Tucker, remaining as treasurer and vice-treasurer. J. C. Closser, Jr., secretary, replacing C. M. Wilson and Paul Peck, far as the National Showmen's Association, replacing John W. Whitson.

Some 150 members attended the gathering, which was attended

somewhat by the absence of members both to the New York banquet and the Chicago convention.

Governance List

Named for the slate of officers were the following: Raymond (Shag) Burnberg, William D. Bryant, Tommy Carson, Joe Centurioni, Ray Collins, Dick Culeston, Sydney Daniels, Danny Dell, Ralph Eddy, Dave E. Furman, Paddy Finerty, Ben Glusberg, Sybil Gendall, Fred Hartman, Fred Hoffman, H. William Jones, John Campbell, Andy Macklin, John Marks, Frank C. Miller, Harry Medele, Pete Norman, W. O. (Bill) Page, Alton Pearson, Joe Peck, Harry Schieber, Louis Rice, Claude Scheriff, Lloyd Seifman, Maxie Sharp, Irving Sherman, William Tarr, L. I. Thomas, Lynn Trumble.

Also, Rip Weitzel, Harry Weiss, Harry (Buster) Westbrook, A. R. (Dutch) Whitehead, Dick Wright, Joe (Boss) Gorman, C. M. Wilson, Guy Dodson, James Stabile, Phil Cook, Harry Katz, Abe Freil, Mike Berman, E. Straub, John W. Wilson and Willie Lish.

League Honors Torti
At President's Party

CHICAGO, Dec. 3.—Close to 1,000 members at the Showmen's League of America and their guests took tribute to the organization's outgoing president, Ned Torti, at the annual President's Party here in the Hotel Sherman Sunday night (27).

High point of the evening was the presentation to Torti of a set of keys to the city of Chicago. The president was also the subject of a burlesque on "This Is Your Life."

Following dinner the main attraction was a program of acts, including the Violets, songs, Henry Merrill, comedy-duo

tic, Delmay and Moore, comedy dancers, Dean Allen, vocal impressions, Connell and Ray, comedy, Joe (Boss) Gorman, C. M. Wilson, Guy Dodson, James Stabile, Phil Cook, Harry Katz, Abe Freil, Mike Berman, E. Straub, John W. Wilson and Willie Lish.

G.&B. Re-Signs
Four in W. Va.

PARKERSBURG, W. Va., Dec. 3.—The outgoing fair, River View, Gateway Free Fair Preston County Fair, Terra Alta, and Tucker County Fairs, Parsons.

Since the show's close one major ride has been added to the line-up and another is to be delivered before the spring opening, and Brown is also planning more rides and a new lighting system for the midway and enlargement of the barge. Reinstalling of equipment is under way here and R.A. owner, George Brown, at winter quarters here.

All in West Virginia, the events are the 1956 season. The fair, River View, Gateway Free Fair Preston County Fair, Terra Alta, and Tucker County Fairs, Parsons. Since the show's close one major ride has been added to the line-up and another is to be delivered before the spring opening, and Brown is also planning more rides and a new lighting system for the midway and enlargement of the barge. Reinstalling of equipment is under way here and R.A. owner, George Brown, at winter quarters here.

Ohren Appoints SLA
Committee Toppers

CHICAGO, Dec. 3.—Maxine (Lefty) Ohren was installed as president of the Showmen's League of America Thursday night (1) at the League's annual meeting, San Francisco, Calif. Ohren is a 1st. Levy St., a past president, was the installing officer.

Also installed were Albert Swerens, first vice-president, John Duffield, second vice-president, Benice Mandelman, treasurer, and Fred L. Strubich, secretary, and Joseph H. Krenzman, member of the board of trustees.

Upon assuming office, Ohren announced some of the committee heads as follows: Maxie Sharp, chairman, (chairman), J. P. Sullivan, co-chairman, Membership—Phyllis E. Gooding, chairman; Dave Finerty and Harry Shores, co-chairmen. Directory—C. J. Seifman, Sr., chairman, Louis Berger, Charles M. M. (Neil) Webb, co-chairmen. Entertainment—Bill Carthy, chairman; Norman Scholberg, chairman. (Continued on page 70)

CLUB ACTIVITIES

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Dec. 3—The third meeting of the Arizona Showmen's Association was called in order by President Milo Lee Freeman. He stressed the importance of the work of the various committees and urged them to keep the coming banquet and ball.

Charles Deane, past president, was the speaker at the first of the evening. Louis Black was in Santa Monica, Calif., visiting friends. Bob Morrow pulled to Los Angeles for Mrs. Stan Bruer varied here recently and was the house guests of Mr. and Mrs. John M. Stone.

Lois Wadd, Billie Scallan, Bill Henderson and Shippy Best left for Hawaii where they will work at an amusement enterprise. Harry and Marie Becka are back here after a Las Vegas visit.

Sick committee reported Norm Lewis on the stand at the Veterans' Hospital at St. Joseph Hospital. Don Hanna, chief treasurer, visited at home by a virus infection.

Ray Barker is a new member. Mrs. J. M. Stone was appointed secretary of the national of the association to be held at Greenwood Memorial Park Cemetery, December 15 at 11 a.m.

Visitors were Della Cattle and Mrs. Robert Bryant. Pat of Cold was taken by Harry Lucas. Meeting closed with a buffet lunch.

Miami Showmen's Association

1740 N. W. 24th Street, Miami

MIAMI, Dec. 3—Dances are in swing every Saturday night for boys and friends, under leaders of the Miami Showmen's Association. The president's party, it has been decided, will be held on Tuesday, December 20, at the Silver Club in Miami.

Also on the entertainment calendar is the annual Christmas Party, set for December 22, and the big banquet and ball on Monday, January 9.

There will be memorial services at the club at 2 p.m. on December 15.

William J. Tucker is confined to his home but is coping about fairly well and would like to be with his friends. Joe Yernick is also confined to his home, and five members are in Coral Gables Veterans' Hospital. These are Whitely Henson, Louis Delphour, Charles Goldberg, Al Weinberg and Ed Yernick. Six brothers are in the hospital are being visited by the relief committee.

Herman (Beany) Britz was brought last week to New Orleans. He has been released.

Recent visitors to the National Showmen's Association in New York included Sam Frell, Ben Weiss, Frank Rogers, Rocky Allen, Harry Edgett, Fred Wadell, James E. Straker, Ernest DeHube, Ted Nager, Harry J. Kahn, Joe Frell, Fred Wadell, Ben Weiss, Max Gueberg, Aron Henson, Max Sosa, Oscar C. Buck, Phil Inzer, Ir. Trubish, Al Howard, Charles Schatz, Joe and Al McKee, Vince Anderson, Ben Butchley, Frank Graham, Ben Bernstein, Harry Schwartz, Sidney Goodrich, Charles Zerkow, Al Eisen, Leo Beck, Samuel Cohen, Thomas Dill, Arthur Rothbard, Samuel Karp, Sam Glickson, George Becker, Harry Nelson, Frank Rosenberg, Mack Kaseow, Joseph Kaskin, Al James Quinn, William Urson, Abe Frank, Capell, Harry E. Prince, Bernard B. Asner, Tommy Wolfe, Ed Koch, Tom Sanders, Al Greer, Aron Kuren, Frank Schillat, Walter Ford, Herman Cohen, Leslie Goodrich, Maurice Kib, Nat Geller and many others.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Dec. 3—President Ned Torti supervised the annual meeting Thursday night (2) and then turned the gavel over to the new president, Milton Glone. All officers were present and several past presidents were on the platform, including Sam J. Levy, Bob J. Cohen, Carl Sedlitz, C. Sedlitz Jr., J. P. (Jimmy) Sullivan, Fred H. Krenshaw and J. W. (Philly) Cardillo.

Sullivan, who is outgoing commander of the League's American Legion Post, was presented with a most commendable pin. Members called up to speak included Max Goodman, M. J. Doolin, William F. Coffey, Thomas Thompson, Mickey Blue, Carl Wilson, Harry Blase, Max Friedman, Pat Farrell, Dave Hanson, E. W. (Shel) Wells, Otto Swapp and C. E. Dealley. Sam J. Levy Sr. served as installing officer. The sick list included Chas Shaded who was confined to Alesian Bros'. Hospital was for a checkup.

New members announced included Harry Wald, Elmer Stacey, Lloyd A. Burge, William H. Kagi, Max Glone, Elmer Stacey, Harry Hagan, John Carran, Jack Weiss and Ernie Felt.

Meeting closed with refreshments, including 17 cubic units by the Ladies Auxiliary.

Miami Showmen's Association

1740 N. W. 24th Street, Miami

Ladies' Auxiliary

The 130th meeting was called to order by President Al Cowan. Captain Elva Bryant being absent, the association was given by past Chaplain Edna Leckert. It was followed by the salute to the flag by the 142 members and five officers present.

Canara Ruzella was present after hospitalization for two weeks following an operation. Margaret Forrester of the sick committee, reported Frances Drenner III at Jackson Memorial Hospital, George Kelly also was reported ill at Melrose, Fla. Box 255 is the address for those wishing to send her cards. Funds Wilson organized at present on doctor's orders, elevating Anglin

Grossa to the post for the next term. Ann Whitehead was nominated as third vice-president and Herb Grossa as corresponding secretary.

Heart of America Showmen's Club

9134 Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 3—The largest banquet of the season, attended the regular meeting which was presided over by F. W. (Bossie) Warfield, president.

Loren Brown and Howard Mear were new members. The house committee announced the purchase of a pool table for the recreation room. A non-banquet committee was appointed by President Warfield to include George Hawk, George Cordley, Lee Thompson, George Campbell and Al J. Wilson. Election of officers will be held in the upcoming December 16.

Banquet and ball committee reported tickets going well for the New Year's Eve event at the Hotel Adelphi. The Ladies' Auxiliary turkey party is scheduled December 30, the night before the ball.

Holders of 76 membership cards wished to vote in the election to receive absentee ballots from the secretary, Al Wilson announced.

National Showmen's Association

317 West 36th Street, New York

NEW YORK, Dec. 3—An order birthday congratulations are in order for the following: December 1, John E. Clark, 2, Harry F. Edgett, 3, Sam Slater, 4, Gene O'Donnell, Charles McGee and Joseph Wrenshaw, 4, Max Grubberg, Harry Heller, 3, Walter W. Buda, Irving Rothman and John J. F. Tumbelly, 6, Joseph Milano, 7, Al Martin and Robert C. Russell, 8, Charles Shiner.

The nominating committee will submit a slate of officers at the next meeting, Wednesday, December 14. The club office is accepting 1956 dues payments now.

Regular Associated Troupers

3115 West Adams Blvd., Los Angeles

LOS ANGELES, Dec. 3—The annual housewarming and holiday party was held at the El Comodoro (23) was well attended.

NEW DEVELOPMENTS:

Three-Top Dispenser Occupies Little Space

MILWAUKEE, Dec. 3—A three-facet soft drink dispenser with a flashy leg top is being manufactured here. Unit dispenses three-flavored carbonated soft drinks in individual facets and self-contained hot bar handle. It is recharged through a single standard barometer condensing unit, water-cooled strip tanks and additional faucet for hot and cold water.

Manufacturer reports it is made of sturdy, heavy gauge steel with a choice of exterior finishes. Cabinet is 24 inches wide, 22 deep and 41 high and the dispenser weighs approximately 300 pounds. Facets are heavily chrome plated and are said to be evenly distributed for cleaning. All facets are water-gloss coated. Strip tanks are two-gallon vertical; carbonator is small and efficient and the carbonator pump is a positive stroke, genuine water pump with a water inlet strainer pump driven by a quarter horsepower motor with overload features. Unit operates on 115 volt AC, 60 cycle, single phase current. Forlen, Brown Company, 3119 West Milwaukee Avenue, Milwaukee 45.

Electric Butter Spray . . .

CHATELAIN, Ill.—An electric butter sprayer that sells for \$14.25 is being marketed here. Operating much on the principle of a paint sprayer, the manufacturer states it saves labor as a single person sprays all the popcorn produced from 10 pounds of raw corn. The unit is completely self-contained and a built-in reciprocating piston motor is sealed off from the butter. Plastic parts are warp-proof and taste-proof and the unit is self-cleaning. To clean a warm, soapy

C. H. Alton was chairman and his committee included his wife, Edna; Edna Harris, Jack Morris, Sam Sifton, Harry Levy, Max Kaplan, Jimmy Olson and Fred

The Jim Mayfield this furnished the music for dancing and Ale and his company self-contained outfit. Glone included turkey and all the trimmings. The bar department was headed by Edna (Continued on page 72)

water is pulled then the spray, then rinsed with clear water—Burgin Virochemical, Inc., Gaylesville, Ill.

Popcorn In Batches . . .

CHICAGO—Pre-measured popcorn oil and salt are being sold here in packaged form with the correct amount set for various kettle sizes. Manufacturer claims that by using the batch method, there is less oil waste, makes for cleaner, easier operation and the packaging prevents messes. They are sold in the packages arrive as a simple inventory control and come in my-stacking cartons—Popcorn Corporation of America, 6579 Sheridan Road, Chicago 26.

Range-Top Coffee Maker . . .

NEW KENSINGTON, Pa.—A new maker that has a capacity of 100 cups and is designed for range-top use, has been introduced here. The aluminum alloy construction is said to be strong and durable. Body and cover are fitted with heat-resistant handles and the faucet is drip-resistant and self-closing. A coffee-scented plug comes with the unit—The Aluminum Cooking Utensil Company, Inc. West-Eve, New Kensington, Pa.

Automatic Barbecue . . .

NASHVILLE—An automatic barbecue machine has been introduced here that is claimed to be capable of broiling, roasting and barbecuing up to 300 pounds of meat per day. Glone first gives the unit an appeal and a hickory block is used to impart and authentic flavor. Unit is 30 inches wide and 35 inches high—Hunt, Hunter Corp., 1228 Avenue, Nashville 6.

Compact Hot Plate . . .

ST. LOUIS—An electric hot plate with two six-inch cooking surfaces has been introduced here. Harry states the hot plate will accommodate most sizes of pots, pass and fry pans. It is a compact unit of proper temperature for cooking. Star Manufacturing Company, 6340 St. Louis Avenue, St. Louis 28.

WHO HAS 2403?

NSA Slate to Be Proposed At Next Meet

NEW YORK, Dec. 3—The National Showmen's Association is slipping into its regular meeting schedule. The 131st annual meeting Wednesday every month, now that the annual banquet is a thing of the past. At the next session, December 14, the association's executive committee will bring to its slate of officers.

President John S. Weisman, who received a gold life membership card at the office November 25 at the Hotel Commodore, will join the board of trustees upon retiring from office following the annual elections and installations.

Gold cards are also the aim of Chasley Davenport and Morris Butchley, who have reached the goal of 25 to obtain their new numbers. Newly backed by Ozark Corp. Harry DeVon, Frank Vucore, Francis Pollard, Donald O. Scarpino, Charles Rife, Appleton Lewis, Douglas H. Nelson, Carl E. Butchley, Eugene H. Nelson, E. Y. Butchley, Douglas H. Nelson and Jimmy O'Brien.

Butchley is still waiting to hear from the holder of ticket 24031, who was a case of cigarette at the open house last month, but whose name is not known.

A PORTION OF THE 125-ACRE GROUNDS at the Dominican International Peace and Progress Fair is shown here. Most of the 125 buildings have been completed. The area on top represents many acres for development and parking. At the bottom right is the Hotel Argentina, 100-room structure. The road from it leads past the Pavilion of Agriculture, Economy and Finance, and the Pavilion of Public Health, Social Welfare and Cultural Arts, and ends at the Sugar Industries Pavilion, top right. The two buildings in the center are the National Industrial Pavilion and District of San Domingo Palace. Two buildings at top left are the National Society and Communications, and Avenue of Progress. Main entrance will be the left of these structures and along the highway which starts the Caribbean, top left. Adjoining the grounds is an 18,000-seat stadium. Concrete and steel are the main construction elements of the fair buildings. Landscaping is the only major show to be completed between now and the fair's opening on December 30. In the foreground, there are hotels, finished in time for the fair are the 250-room Jarama, 310-room Ambassador and 145-room Park. Midway area will be near the Argentina.

RINGLING NEARS LATE CLOSING

Miami, Orlando Produce Fair Business; Elephant Dies; Quarters to Be Busy

SARASOTA, Fla., Dec. 3.—Ringling Bros. and Barnum & Bailey have closed in historic winter show here today Sunday (4), wrapping up what will also go down in history as one of the show's most successful years.

After showing in its home town, the circus will move into quarters and start immediate preparations for two winter events. One is the December 10 telecast over CBS. The other is the annual journey of a Ringling unit to Cuba for an engagement there the holidays.

There also was prediction that the show managers' operations would put in an unusually active winter.

Fair Business

Meanwhile, the show has been playing to fair business in Florida cities. Miami was a three-day stop for the weekend following Thanksgiving day. The long holiday helped attendance, with emphasis on afternoon shows.

On Friday (28) in Miami the outfit drew large and three-quarter-crowds. Pops here said Fred Freeman, who also will handle the Saturday (29) afternoon performance as a three-quarter house in Miami as two three-quarter houses. The Saturday (27) afternoon performance as a three-quarter house while the night show pulled half of capacity. The Saturday business was in opposition with the annual University of Miami-University of Florida football game in the afternoon.

Kermit Taylor, Mills Relative, Staffer, Dies

JEFFERSON, O., Dec. 3.—Kermit Taylor, partner in the Ringling Bros. and Barnum & Bailey show for Mills Bros. Circus, was suddenly electrocuted while taking lunch in his home trailer at the show's quarters on the fairground here.

The accident occurred Wednesday (28). Efforts to aid him were unsuccessful and he was pronounced dead upon arrival at a hospital. His widow left authorities that victim in the trailer may have been defective.

Taylor was a brother-in-law of Jack and Julie Mills, owners of the circus. He had been with the circus nine years.

Included among survivors are his widow, Mrs. George Machin, formerly Mrs. Margaret Patterson and Mrs. Mrs. Taylor, San Francisco, Calif., and Capt. George Machin, formerly U.S. Army, brother, Baird Taylor, San Pedro, and the Mills families. Burial was in Cleveland.

Polack Elephants Take Over Station In Charlotte, W. Va.

CHARLOTTE, W. Va., Dec. 3.—Elephants of Polack Bros. Circus took over station after being transferred from a baggage car to a passenger train Sunday (27). There were loaded trucks and three others moved for nearby a box.

They became frightened when the daily vehicle, the train pulled a curb and joined the trailer. Five bulls walked over the curb and entered to get out of the train. Two entered the railroad station, causing people to flee the waiting room. They surrounded a trainmaster briefly and then the trainmaster to the train to join the elephants. The trainmaster then ordered all trains halted until the animals were recaptured.

Orange Bowl, an event which drew 30,000.

Elephant Dies

Opposition at Orlando, Fla., on Tuesday (28) was said Alvin Stevenson, Democratic presidential nomination challenger, who played there under auspices of the GoodFellow and Socialist-Star, an alleged dating back to the season's flagging, experimented with aquatic dance.

In the afternoon, the big top was near-fall. At night it was half full in colder weather.

An elephant, Jewell, died on the way to the show grounds in Orlando. It had been struck by a local auto. The show played there the night before, but re-examination today revealed no injuries. Brown White, superintendent of elephants, and Hugo Schmidt, head elephant trainer, were on hand when the elephant was taken to the West Palm Beach the night before, but re-examination today revealed no injuries. Brown White, superintendent of elephants, and Hugo Schmidt, head elephant trainer, were on hand when the elephant was taken to the West Palm Beach the night before, but re-examination today revealed no injuries. The bull was about 30 years old.

J. C. Admire, Veteran Agent, Dies in Indiana

BRAZIL, Ind., Dec. 3.—Federal services for J. C. Admire, veteran circus promoter and advance man, were held at his home here on Sunday. He died in Logansport, Ind. It was reported by Cass County Sheriff O. E. R. and.

Admire began in 1908 as a programmer for Hagenbeck-Wallace, and a lobbyist on Ringling Bros. and Hagenbeck-Wallace in the ensuing three years. He was second man for Terry's Uncle Tom's Cabin show in 1915 and general agent for the next five seasons.

He also put in thirteen as an manager for Young Buffalo Wild West and John Robinson Circus, agent for Christy's three-car show, contracting agent for six years with the Kings County and Mills show and also for Century-Parkway, agent for Barnum Bros. Circus during the depression, general agent for Self Striding in the mid-1920's, agent for the Steeple Out show in 1927, and owner of his own circus 1928-30.

In more recent seasons he had been ahead of various carnivals, and since 1935 he operated eleven carnivals. He was also the head of the Ringling Bros. and Barnum & Bailey show.

Admire had a show in partnership with Joe Mills this summer. After it failed, he was detained in Logansport. He was hospitalized in Logansport and then returned to Logansport.

Survivors include his widow, Corneille, of Brazil, and a brother.

PAUL'S CELLAR

Peru Farm Boards 16 Bulls; Hippo, 27 Cats in Quarters

PERU, Ind., Dec. 3.—The former "Cellar Bros." winter quarters were operated as the Circus Museum by Paul Kelly, Jr. in the last 16 wintering elephants. Old bull heads said they were in the quarters which Kelly bought in the St. Louis zoo, and three from

CIRCUSES

Disney Opens Strong; Mull Circus Movie

Says Performance, Parade Win Kudos

CHICAGO, Dec. 3.—Disneyland's Mickey Mouse Club Circus opened strong according to C. V. Wood, vice-president and general manager of Disneyland, who was in Chicago for the amusement park operator's convention.

He said that there had been preliminary discussion in the Disney company about using no trade association or formal organization, there often is no pressing reason for circus people to attend and the justifications for visiting and possible equipment buying.

Leading their way this year's participation were representatives of the Al C. Kelly & Miller Bros. Circus, Chas. Beatty Circus and Polack Bros. Circus. For the first time in years the Mills Bros. Circus had no delegate. Where King Zee's executives have been among those in the show business for many years on hand this time. Agents of Tom Packer and Harold-Morton shows were also on hand. The show business dates and other matches prevented that this time. Ringling-Barnum had an representative since the show has been in Chicago for many years and since its road season was still in progress.

Wood said that since this is Disneyland's first season he has no way to judge the effectiveness of the circus or of special events in general at Disneyland.

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Alice From Dallas Dies; Was Star Of Side Shows

DALLAS, Dec. 3.—Mrs. Frank T. Jones, 62, known as Alice from Dallas, died here November 23. She was a fat lady with circus show shows for almost 30 years prior to her retirement several seasons ago.

Discovered by Doc Palmer, one of the Side Show greats, Alice from Dallas went with Self-Striding Circus and later spent years with the Ringling Bros. and Barnum & Bailey Circus.

While with Side Shows she met and married Fred Jones, tattoo man. He survives her and lives at their home here. Prior to her marriage her name was Mary Alice Ward. She weighed 200 pounds when she was 20, was called as weighing 625 pounds when she was 40, and weighed 200 pounds when she was 20.

It was in a Dallas hospital that Palmer discovered her and urged her to join the circus years ago. She died in a Dallas hospital Friday (23).

With Side Shows she met and married Fred Jones, tattoo man. He survives her and lives at their home here. Prior to her marriage her name was Mary Alice Ward. She weighed 200 pounds when she was 20, was called as weighing 625 pounds when she was 40, and weighed 200 pounds when she was 20.

It was in a Dallas hospital that Palmer discovered her and urged her to join the circus years ago. She died in a Dallas hospital Friday (23).

FEWER BIG TOPS AT CHICAGO MEET

Sherman Lobby Draws Circus Troupers, But Rups of Some Key Shows Absent

CHICAGO, Dec. 3.—While some 100 circus troupes are expected in the circus delegates to the end-of-the-year convention in Chicago this week, many of the key shows and performers gathered in the Hotel Sherman lobby for social and informal sessions.

Most observers believed that participation in the convention was under par this year. Because of late closing dates, other business and changes of the past season, some executives skipped the informal sessions. Since circus business is a year-around industry, and since there is no pressing reason for circus people to attend and the justifications for visiting and possible equipment buying.

Leading their way this year's participation were representatives of the Al C. Kelly & Miller Bros. Circus, Chas. Beatty Circus and Polack Bros. Circus. For the first time in years the Mills Bros. Circus had no delegate. Where King Zee's executives have been among those in the show business for many years on hand this time. Agents of Tom Packer and Harold-Morton shows were also on hand. The show business dates and other matches prevented that this time. Ringling-Barnum had an representative since the show has been in Chicago for many years and since its road season was still in progress.

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Ed (Elephant) Williams, Bill (Circus) Williams, J. D. (D. D. Howe, N. Green, Danes (Coco) Kelly, Bernaldo, the Al Debuter, Edna Carlin, Bill Atkins, the Earl Shapley, Willet, Leichter, Mickey Lee, George Westerman, Sam Ward, Dave Friedman, Two-Cat Mom.

Ralph Clawson, George (Big Top) Johnson, Wab (White Top) Johnson, Alex (Clippers) Ives, C. S. Pittman, Earl (Aunt) Lindsay, Paul McLennan, Christy Olewick, Larry Benson, Cess Randolph.

F. G. (Barnum) Johnson, Joe Madden, Dottie Anderson, Douglas Papp, Bill Green, N.Y. Carter, Bill Jones, Walter Fleck, Mike (Flying) Malley, Paul and Sam DeLoria, Ray Davidson.

Lois Stein, Chris Knake, Bill Naylor, Don Cook, Wilkie Perry, Lew Rosenbaum, Nick Finster, Richard Little, Don Seaton, Howard Gunter, Mos. Heng, Miss Lenz, Frank Ellis, Cline Henry, Jack Johnson, G. H. (Barnum) Johnson, the Art Miller, the D. H. Miller, the Ray McMillan, Stein (Rosenbaum) Johnson, G. H. (Barnum) Johnson, and Anne Hoffmeyer, Paul and Sam DeLoria, Tom Carroll, the H. H. Con-

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A.B.T. Sold to Illinois Auto Hardware Mfr.; Staff Stays

CHICAGO, Dec. 3.—A.B.T. Manufacturing Corporation, 35-year-old pioneer firm in the coin machine industry, was sold this week to the Abwood Vacuum Machine Company of Rockford, Ill., an automotive hardware manufacturing firm.

Mutoscope Exhibits New Arcade Units

CHICAGO, Dec. 3.—International Mutoscope Corporation displayed its new line of Arcade machines at the National Association of Amusement Parks, Pools and Beaches show here this week.

Headed the Mutoscope exhibit was "The Lord's Prayer," a new machine that inscribes the prayer on a copper penny stamped by the player along with a dime to operate the machine.

The machine flattens the penny out and bends the copper into a semi-circular form, with the inscription on the outside.

Mutoscope introduced a new double-feature reel movie machine which the player operates by turning a crank on the side of the machine. The machine contains two pictures into one view.

Other arcade units on display were the G. Chas. Co. coin-operated game featuring two miniature pigs.

Announcement of the sale was made by Seth C. Abwood, president of the Rockford firm. While the purchase price was not disclosed, the Rockford firm received from Abwood's interest was about \$1,000,000.

"A.B.T. will operate as a wholly owned subsidiary of Abwood Vacuum Company, and work will continue without interruption," Abwood stated. "William A. Patzer will continue as president and all personnel will be retained."

Branch letters
Walter A. Tuttle, one of the founders and owners of A.B.T., which was established in 1915 in Greenville, S. C., announced he was retiring. According to current plans he would make a trip around the world to the United States and Canada with his wife.

Commenting on the purchase, Patzer stated the experience and

facilities at the Abwood firm were welcomed to view of the place that A.B.T. had to substantially increase its volume.

"New developments of coin-operated units in the vending machine field will be put into production within the near future," Patzer remarked, "and will require additional personnel and plant facilities."

Abwood explained that no building expansion plans are contemplated. However, production will be stepped up then the utilization of Abwood's facilities. Continuing, he said:

"A.B.T. was produced as a part of our firm's program to diversify its activities, and will offer greater opportunities to the personnel of the parent company and A.B.T."

The facilities and know-how (Continued on page 81)

New Arcade Games, Pool Units Spark NAAPB Coin Exhibits

CHICAGO, Dec. 3.—The show within a show — coin-operated amusement exhibits at the annual National Association of Amusement Parks, Pools & Beaches — displayed the week-end featured the display of a mutually anti group of exhibitors. The coin firms, while promising so outstanding new developments in the amusement field, nevertheless puzzled a wide variety of game and arcade equipment.

The outdoor park show drew a

crowd of an estimated 6,000 and a group of 10 coin machines and related parts exhibitors who seemed to have shown new coin-operated amusement devices.

The exhibitors representing the coin-operated amusement industry included many of the larger arcade game manufacturers in the nation, but in number of exhibits and new machines did not shape up to coin amusement shows of previous years.

More than 50 coin machine

ABC Plans EP Vending In Subways

Continued from page 20

production operations but will own the machines. He further pointed out that the 98-cent EP is possible because it has a "negative audience" and doesn't have to invest in promotion.

Provided initial problems are successfully handled, the firm has also been provisionally initiating sales on all its 86 subway outlets in New York, 47 of which in Philadelphia and New York, and later thru out its empire of 2,700 candy and soft drink concessions in theaters, motion picture houses, sports arenas and other public places.

Also extending his widespread operations might bring substantial volume unmet established dealers, but the firm said such was not needed exposure would only increase total retail volume and would not detract from its store sales.

Genco Sports New Rifle Unit At Park Show

CHICAGO, Dec. 3.—Super Big Top, a new coin-operated, 20 rifle game, was unveiled at the National Association of Amusement Parks, Pools and Beaches convention here this week by Genco Manufacturing & Sales Company, Chicago.

A deluxe model of its predecessor, Big Top Rifle Caliber, produced in October, 1954, the new Super Big Top has moving targets, much play and perfect score features.

Main target of the game is a swinging line of a clown that moves across the firing range in back of the background. The clown is flanked by four lighter outline targets which the player shoots to bust out. New targets are replaced half-eyes that pop up for better scores, moving dials, and stationary rows of eight and seven.

Players can shoot at any target in the field. Targets are reflected from the bottom of the cabinet onto the background. The 21 rifle is electrically operated, and can be fired automatically by holding back the trigger.

Players gain extra shots at the half-eye targets. A perfect score is 9,000. A Star Blazes on the background and the end of the game is added to the match play feature.

Representing Genco at the show were Avenue Gendron, vice president, Ralph Sheffield, director of sales; Al Warren and Steve Cordak.

Cal Wulitzer Distrib Meet in L. A. Dec. 8-10

LOS ANGELES, Dec. 3.—The Rudolph Wulitzer Company has called a nation-wide distributor meeting at the Statler Hotel here Thursday, Friday and Saturday (8-10).

The meeting is expected to receive sound plans and preparations for Wulitzer's continental celebration which gets under way January 1. Precedence by the firm is repeatedly ready to get under way in all fields early in January.

A distributor tour thru Disneyland, where Wulitzer has numerous displays, is also expected to be held during the three-day meet.

firms exhibited a recent variety of new products at the 1954 NAAPB show, and some 26 coin machine firms showed their wares at the 1955 show.

Top coin machine exhibits from the showmen's viewpoint were those of Scientific Machine Corporation, Brooklyn, International Machine Corporation, Long Island Beach, N. Y., and Mike Mavens Corporation, New York.

Scientific walked off with the annual Henry A. Gendron Award for "the most meritorious" dealing with games or penny arcade equipment. The exhibit featured the firm's complete line of coin-operated, roll-down games. (See separate story.)

Awards
Honorable mentions were awarded to the exhibits of International Mutoscope and Mike Mavens. A new lifetime seller machine, Zeddie Chart, was featured at the Mavens booth, along with a wide selection of other arcade units.

International Mutoscope introduced "The Lord's Prayer," a new machine that inscribes the prayer on a penny, new movie machines, and other arcade pieces. (See separate stories.)

Firms showing brand new equipment included A. B. L. Kiddie Bells, the Danahy, W. H. Kohn, and Richard Metal Typewriter, Inc. (Continued on page 83)

PR BEGINS AT HOME

Op Plans DAV Kids' Christmas Party

CHICAGO, Nov. 28.—Hundreds of disabled veterans will enjoy Santa Claus again this year thanks to the efforts of the Veterans Department of Illinois, which is headed by one of the coin machine industry's house operators.

The party, which will be held in the Grand Ballroom of the Hotel Sherman December 10 from 1 to 11 p. m., will be only for children of disabled veterans currently undergoing hospital treatment.

Each child attending will receive toys, a Christmas stocking, refreshments, candy and, of course, a visit with Santa Claus. A program being planned which will include

television and radio personalities, a Punch and Judy show and Christmas carols.

Featured in character of the group's fund-raising campaign which makes the event possible, pointed out that the National Christmas party provides a first opportunity for the coin machine industry to contribute to a very worthy cause.

(Editor's Note: Contributions should be sent direct to Disabled American Veterans, 200 N. Dearborn Street, Chicago 2, Illinois, Department of Veterans Affairs, Division of Veterans' Affairs, 200 N. Dearborn Street, Chicago 2, Illinois.)

Acting as a liaison between the Veterans Administration and the Veterans, DAY help veterans with any matter pertaining to the V.A. DAY also provides an employment service for physically handicapped (Continued on page 81)

First Holds Game Showing

CHICAGO, Dec. 3.—First Coin Machine Exchange held a showing of the new Chicago coin-operated game, Automatic Pool, Wednesday (30), with a large crowd of area operators turning out for the event.

Starting at 4 p. m., the showing continued until 10 p. m., with refreshments provided for the visitors.

Along with the First staff were Chicago Coin Machine representatives attending, including Sam Wolberg, co-head, Ed Levin, director of sales, John Gove and Jerry Kory of the engineering department.

Acting as hosts were First staffers Joe Kline, Wally Fluke, Sam Koller and Phil Kline.

German Ops Bear Heavy Tax Burden

Slots Hit on Gross Volume; Jukes Pay Stiff Monthly Fee; Small Ops Sell Out

NEW YORK, Dec. 3.—German amusement machine and juke box operation are currently having their toughest time getting equipment, says, Blumco executives currently visiting here (see separate story, vending section).

Source of the woes is not the difficulty in getting locations, nor excessive commission, nor even the fact that juke boxes are not the same thing that has bedeviled it

lot of American businessmen—but a host of new severe-it's taxes.

Slot machines, the not the jukeboxes, are legal in Germany. As a result, most prohibition-type games cannot compete with the payroll games on a lot of locations.

Taxes, Taxes, Taxes

But the taxes on slots are discouraging a lot of operators, and the situation over the showing is the sponge and selling out to the big boys. The operator must pay a special tax of 8 per cent of the machine's income in addition to the sales tax of 4 per cent of the machine's income.

On top of that, commissions to location men range from 30 per cent in the cities to 10 per cent in rural areas. (Continued on page 81)

I SAY, ANYONE FOR HEAT—WHO HAS THE PENNY?

LONDON, Dec. 3.—And for a penny, the Britisher can now purchase about 10 minutes worth of heat.

Yes, it's true. Britain's nationalized railroads are now testing a system for warming up waiting rooms of small stations at the passenger's expense, of course.

Coin-operated gas and electric heaters are being installed in three wayside stations. And should you want to warm up a bit, well, just drop a penny in the coin chute and for about 10 minutes you can bask in heat.

(Continued on page 85)

Own Show for Game Industry? Air Views

CHICAGO, Dec. 3.—Should the amusement game industry hold its annual convention of its own? This question has been open to conjecture since Coin Machine Institute, Inc. launched its first International Coin Machine Exposition early in 1952.

Twisting up the question at this time is the fact that the number of Arcade and amusement game exhibitors at the National Association of Amusement Parks, Pools & Beaches show has declined steadily since the 1953 show. The NAAPB show is the only coin-operated new in business, which represents in part the amusement game industry.

Number of coin-operated amusement game and Arcade exhibitors has dropped from 26 in 1953, to 21 in 1954, to 10 at this year's convention.

Showing the wide divergence of opinion on the subject of an all-

coin game show are the views expressed by the following coin machine exhibitors at the year-end show:

Saul M. D. Levine, president, Scientific Machine Corporation.

"The coin amusement industry should have its own show because the industry is large and it deserves a convention—a convention all amusement game operators will want to attend."

A convention is needed to show and demonstrate three new ideas. Our firm has ideas for new games and we are representative of the coin amusement manufacturers. We would be ready to sign for space at such a show immediately."

C. H. Kim, Empire Coin Machine



Folded Bass Horn



Transcription Turntable



Time-Tested Mechanism

Play-mates

These are the "play-mates"—the matched components—that achieve AMI-Fidelity...the utmost in clarity and wide range richness of tone that draws more play.

Only the AMI Model "G" has this salable sextet of profitable "play-mates."



High Output Amplifier

"Wide-Screen"
High Frequency Horn

Featherweight Tone Arm

Get Going with the



Get Going with the "G"

There's no HI-FI like AMI-FI!

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licenses: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Strebe A/S, 5 Palsgade, Copenhagen K., Denmark
Licenses: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the KAL-AMI Juke Box

THE WURLITZER 1800



WINS THE TOP LOCATIONS



WOWS
LOCATION GOERS



WORKS WITHOUT INTERRUPTION

RESULT?

IT OUTEARNES ALL OTHERS !

See it—Hear it—Buy it
at your Wurlitzer Distributor

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS



MUSIC LINK

Trace, Outline Steps To Deejay-Op Tie-Ins

PEORIA, Ill., Dec. 3.—How does an individual operator or a State-wide operators' association establish promotional tie-ins with deejays?

Because the need for such tie-ins is vital in building better juke box public relations, The Billboard contacted Lee Montbush, president of the Central States Music Operators' Association and the man behind its organization's deejay co-operative program with local disk jockey Johnny Coy, WIRL, to detail the methods used so successfully here.

Chi Ops Pick 'Nuttin' for Holiday Hunch

CHICAGO, Dec. 3.—Juke box operators here got into the spirit of Christmas this week when Stan Freberg's arrangement of "Nuttin' For Christmas" was selected as the month's "Hunch Tune" of the month.

Cool Green, who heads the operator committee which selects the disks and works with radio station WAAP in promoting the "Hunch Tunes," said that cards notifying operators of the December pick along with title strips were mailed early this week.

Operators played the tune in the No. 1 spot on their juke boxes and one special title strip which was mailed to radio station WAAP. The station plays the tune via Jim Mills, who steers the daily deejay show, "Juke Box Maffins," and who calls attention to the music that is featured on the city's juke boxes.

P-R Keys Neb. Freemont Meet

FREEMONT, Neb., Dec. 3.—The Nebraska Phonograph Operators' Association launched into its final quarterly convention meeting at the Pauline Hotel here today with local public relations as the No. 1 topic for discussion.

Approximately 100 operators and their guests were expected to be on hand for the business session tomorrow afternoon. The convention will close here with the banquet tomorrow evening.

Feature speakers at the business session will be Glen Fitzgerald, (Continued on page 83)

German Music Ops Bear High Monthly Tax Fees

• Continued from page 78

And the operator's team are based on 100 per cent of the take, so matter what he pays out in commissions.

In the route machine field that is the machine's main market, it's still not good. The federal government tax limits, and the municipalities may levy within those limits.

Based on Values
Taxes are determined by the value of the machine. For example, an A-120 is generally taxed at the rate of \$10 a month.

Source estimates that about 10,000 units are currently on the market in West Germany, but the number of operators is growing steadily. He explains that the smaller operator hasn't been able to get by and usually ends up by selling out to his larger competitor. German manufacturers have entered the juke box field with 100

Coy's program is heard nightly from 3 to 11 and the music played is keyed to the music featured on the juke boxes throught the city. After each music presentation, Coy travels along with musicians that the music heard on the program can be found on juke boxes is frequent.

The program also serves as a sounding board for lunch tunes pushed by operators. Coy contacts Montbush every week for the lunch picks.

How did all this come about?

Montbush says the tie-in was simply the result of opinion getting acquainted with the disk jockey. He explained that when he first met Coy, they just naturally talked the same subject they both knew something about: juke boxes.

Coy was interested in the methods operators used in picking new releases and also how they determined when it was time to pull a record off a machine. Montbush said. Before they parted, Coy had an invitation to visit Montbush's office the following week.

Montbush said he pointed out how the juke meters aided operators in both buying records and in discarding them.

Montbush also showed Coy his progressive plans, pointed out the fact that juke boxes are in annual popularity.

Before Coy left Montbush's office he had been promised that

(Continued on page 83)

Midwest Ops Look to Holiday Takes To Equal or Top Juke Marks of '54

CHICAGO, Dec. 3.—Music operators thought the Midwest juking-outstanding juke take of this week and the record collection was that take would be "A-120," the jukebox hit of the week, and that those of the corresponding period last year.

Also the Christmas season, at least as far as juke boxes are concerned, is still two weeks off—the bulk of the holiday play always occurs within 10 days of Christmas—operators said that collectors were already reporting a slight increase in sales and that they were confident that location owners seemed highly optimistic.

Midwest operators also reported that distributors of standard juke box tunes was being handled this week and would be completed not later than next week. New tunes were being sampled by a few, but the majority said that they were

waiting until the records really hit before ordering.

In Chicago, most operators said that also collectors were down slightly this year, compared with last, but anticipated the coming Christmas play to be just as good.

According to Midwest operators, the average number of Christmas records put on a machine is four or five, with extremes of as many as 10 and as few as two being reported. The standard rate, in regard to new holiday releases, seems to be one new disk for three old ones and a couple of new ones really kick off. Standards are over pulled until after New Year's Day.

Bill Nyland, manager of Western Automatic Music, Inc., said that he thought holiday collections would be about the same as they have been last year. "We average about six or seven holiday records on all our

machines," Nyland said, "two representing new releases."

Western Automatic also goes after rental business during the holiday season. Photographs used on rental machines are usually 34, and (Continued on page 83)

Hilliard Will Direct Bally's Disk Subsid.

• Continued from page 20

would not pass up any good material in other ways, particularly in charity and hospital.

Artist-wise, Hilliard doesn't plan to enter into juke bidding for individual names on their labels. The diskery has no plans at this time regarding its own publishing firm.

Regarding distribution, Hilliard pointed out that some of the present Bally coin machine distributors locally are such time he was gradually to be drawn into the disk set-up. This situation will be evaluated when he reaches Chicago.

Hilliard himself is moving his family back to Chicago where he lived previously for 14 years, during part of which time he was president and proprietor of Mercury Records. His secretary at "K," Dorothy Effinger, also will relocate.

In addition to his reportedly sizable salary at Bally, Hilliard is believed to have a stock interest.

Oscar Lou Green, who has joined the company as a vice president, said that he will be in charge of the label. Thrush Betty Johnson, of the "Breakfast Club," who formerly was at Goldwyn, also is expected to go with the label.

LETTERS TO PUBLISHER

MOA, Op Back BB Digest Stand; RD Ed. 'Regrets'

Editor's Note: Following are letters received by W. D. Littlefield, publisher of The Billboard, commenting on his review in The Reader's Digest, on an article entitled "Jukebox in the Juke Box" which appeared in the November issue of the Digest.

To W. D. Littlefield:
Your letter of October 31 arrived during my absence and was held for my return.

Your disapproval of Lester Ve-

lie's article, "Jukebox in the Juke Box" is registered. Mr. Veilie provided ample documentation for his charges, and these seem little different from the facts. I am sure you'll notice toward the end of the piece the clear admission that "many distributors and operators are reputable businessmen."

It seems clear enough to me that the article could do no damage to the industry by coming to its conclusion in an honest way. Your own letter reflects recognition of the existence of "concerned operators" in the juke box field. It is good to know—and I am sure Mr. Veilie is well aware that I should point out, too, etc., have been mentioned upon editorially in The Billboard. You have every right to be proud of your efforts to clean up the industry.

Thanks for your interest in The Reader's Digest.

Signed: DeWitt Wallace
Editor, The Reader's Digest

To W. D. Littlefield:
May I first of all apologize for not having written a letter of comment on the facts of the article. The Billboard staff, on the open letter to READER'S DIGEST dated October 29, 1955, I just returned to my office two weeks ago due to illness, or I assure you that the writer would have gone out long before.

You are to be highly complimented for the manner in which the open letter is written, and for the fact that every music operator in America appreciates the stand taken by THE BILLBOARD regarding the economic photograph business.

I do want you to know that we support the MUSIC OPERATORS OF AMERICA—and all of (Continued on page 83)

'6 Tons' Tops MOA Hit List

NEW YORK, Dec. 3.—Transcendence Eric's recording of "Sixteen Tons," on the Capitol label, was awarded as the nation's top disk tonight (3) on "National Juke Box," the ABC radio network show prepared by the Music Operators of America.

West Coast selection was "Tie," by the McGuire Sisters on Coral, with the "Swamp Music" "Tie" most Tennessee, on Decca, named as the most promising disk in that area.

Midwestern nomination was the Four Aces' version of "Love is a Many-Splendored Thing" on Decca, while Southern Williams' "Leaves," on Kapp, topped the East Coast selection. East Coast was also named as the most promising disk by the Georgia Gibbs on Mercury.

Ed Raverty, of World Fair and Associated Amusement, and an operator, spoke on a new insurance policy that consists not only of the usual machine coverage (fire, flood, theft, etc.), but pilferage as well. He said the insurance cost about \$10 a year for a thousand. Raverty offered to bring an underwriter for the policy to the next meeting, as he felt with a thousand. Raverty offered to bring an underwriter for the policy to the next meeting, as he felt with a thousand. Raverty offered to bring an underwriter for the policy to the next meeting, as he felt with a thousand.

Mass. Ops Discuss Dime Play, Insurance and Assessments

BOSTON, Dec. 3.—The value of a music operator's organization was strongly pointed up at the Massachusetts Music Operators' Association meeting recently in the Hotel Seacombe in Brookline. Comp action was taken on a number of problems facing operators, and other difficulties pointed out by the business were treated out.

David Baker, organization president and of the Mel-Tone Music, Arlington, entertained reports from several members covering their experience with 10-cent play records. Baker had related play records were doing about 25 per cent of the business, and others reported a substantial increase in gram receipts.

Rock-Ola Adds Building Space

CHICAGO, Dec. 3.—Rock-Ola Manufacturing Corporation is adding 100,000 square feet of floor space to its plant.

The addition is a three-story building adjoining the Rock-Ola factory which was formerly occupied by Stewart-Warner. David C. Rockola, president, said that the entire building was being remodelled and that it would be ready for occupancy about February 1.

Walter Brindley, advertising and sales promotion manager, reported that both the engineering and production departments have been instructed to estimate additional space requirements. Brindley said that the new building was being planned to provide room for future expansion plans, it was announced.

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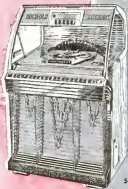
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Model 1452 is designed for locations requiring only a limited number of selections—as in areas where "country music" is all the rage or in college centers with a demand for the latest hit tunes, but demanding the finest in HI-FIDELITY MUSIC. Model 1452 has all the same outstanding features as Model 1448 except for the smaller record storage and playing capacity.



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Federal Court Decision Hits At Monopoly in Cig Vending

CMA, Rowe, Local 805, Forbes and 7 Others Fined \$104,000 in N. Y.

NEW YORK, Dec. 3.—The Anti-Trust Division of the U. S. Justice Department Wednesday (30) said a ruling blow at monopoly in the cigarette vending field in firms totaling \$104,000 and two jail sentences, each suspended, were levied against the Cigarette Manufacturers' Association, Inc., five companies, a labor union and five individuals.

Fines and sentences were handed down by Judge Edward Weinfeld in Federal Court here after the defendant had pleaded guilty to antitrust charges of monopolizing

the sale and distribution of cigarettes thru vending machines in the metropolitan New York area.

Matthew Forbes, CMA executive director, was fined \$110,000 and given a six-month suspended sentence; Clarence Stern, president of Cigarette Service, Inc., was fined \$2,500; Jackson Bales, secretary-treasurer of the United Tobacco Corporation, was fined \$2,500; and Louis Price, secretary-treasurer of Cigarette Enterprises, Inc., was fined \$1,250.

Heaviest fines, \$15,000 each, were levied against CMA, the Rowe

Cigarette Service, Inc., the United Tobacco Corporation and the Herald Vending Corporation.

Other than Forbes, \$100,000, secretary-treasurer of the Cigarette Tobacco and Tobacco Drivers and Warehousemen's Union, Local 805, AFL, \$15,000 and a three-month suspended sentence; Local 805, \$15,000, and County Enterprises, \$17,500.

The indictment was handed down by a Federal Grand Jury on April 28, 1954, and the defendants were arraigned two weeks later. The only other action taken between that date and the handing down of Judge Weinfeld's decision was a bid of protesters filed by the government on August 11, 1955.

Charge Conspiracy
According to the indictment, the defendants had conspired since 1938 to monopolize the cigarette vending machine business so as to

(Continued on page 85)

A.B.T. Sold to Illinois Auto Hardware Mfr.

Continued from page 78

from a manufacturing point-of-view dominated nearly with A.B.T. mechanics, and it is hoped that in the near future volume can be obtained to satisfy the growing demand for A.B.T. products."

3-Year Study

For the past three years officials of the Rockford firm have been studying the potential of the coin-operated machine field, he stated, and at one time seriously considered the manufacturing of vending machines.

"There are unlimited opportunities in this industry," Arnold asserted. "It is expanding rapidly, and there is a growing demand for new equipment capable of vending items from soft-ice grocery, dairy and department stores."

He stippled out the need for a coin device to handle 50-cent pieces and the need for wider range change machines.

Other Products

Arnold, in addition to its automobile hardware, produces trailer parts, bicycle accessories and stampings. It has plants in Rockford and Stockton, Ill.; Detroit, and the Lake Shore.

Union News Installs Vendo Hot Food Unit

NEW YORK, Dec. 3.—The first Vendo hot food vender in the New York area was installed Friday (2) at the Long Island Railroad workyard in nearby Morris Park. Operator is the Union News Company.

Bob Arnold, Union News vending executive, said that three soups, vegetable, tomato and chicken, will be tried at the outset. He said

Beverly, Ont., an affiliate company.

The company employs about 1,400, and utilizes in excess of 100,000 hours of labor.

A closed corporation, the firm was founded by Seth B. and James T. Arnold in 1900. The latter is chairman emeritus, and Seth B. is chairman of the board.

The firm's name originated from the fact that it originally manufactured stationary hotel and apartment vacuum cleaners. However, since 1913 it has primarily been a stamping and hardware supplier to the automotive and truck industries.

A.B.T. is one of the leading manufacturers of automatic merchandising machines, including their refrigerators, coin chutes, and a variety of accessories for amusement games and vending machines. It also makes a coin-operated shooting gallery, the Rifle Sport.

In 1920 the firm moved to Memphis, and five years later to Chicago where it occupies a three-story building with 50,000 square feet of floor space on the West Side. It employs about 150 people.

NEW YORK, Dec. 3.—The first effort to feed a complete dinner to the masses was made in 1956. The package is designed to be dispensed in a conventional refrigerated vending machine.

Designer is David Hild, of Mount Vernon, N. Y., who has applied for a patent on the machine.

(Continued on page 87)

Name 25 NAMA Chairmen for Ensuing Year

CHICAGO, Dec. 3.—Appointment of 25 committee chairmen for the coming year was announced this week by John T. Henson, president of the National Automobile Manufacturers Association, a full board of the Vendo Company, Kansas City, Mo.

In addition to heading the executive committee, Henson is the chairman of the Recognition of Service group. Bob A. Geiger, Geiger Automatic Sales Company, Milwaukee, Wis., is chairman.

(Continued on page 86)

Complete Meal May Be Vended From One Pkg.

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(Continued on page 100)

Snively Shifts Sales Office To Fla. City

NEW YORK, Dec. 3.—The sales headquarters of Snively Cigarette, Inc., was shifted from here to Winter Haven, Fla., Thursday (1), Paul Snively, briefly sales executive, announced.

Snively will not make the move to Winter Haven, the veteran vending executive says, who would remain in the New York area and announce his plans later.

T. W. Johnson, Snively vice-president, will handle sales from Winter Haven. The move was made to centralize the operation.

W. Germany Looks to America for Vending Techniques and Equipment

Coinmen Will Comprise Operator Nucleus; Manufacture of U. S.-Type Machines Likely

NEW YORK, Dec. 3.—Vending operations, American style, may soon be introduced in Western Germany. All the automatic merchandising is not new in Central Europe, and while the Germans are beginning to use coin-operated machines, many respects, the operator system we have here is in its infancy in the West.

First differences are the type equipment used and the purpose of automatic merchandising itself. In this country, most vending equipment is operator owned and

is leased largely to in-plant food and impulse items. Industrial locations are probably the most important sites. Equipment is often high-capacity machines capable of delivering nationally admissible items in rapid succession.

In Germany, automatic merchandising is more often than not an individual selling arm of the retailer. Store owners are equipped—generally Westinghouse-type units—and

MERCHANDISE OUTLETS

Unit, Item Changes Key to Bulk Op \$\$\$

By HAL REEVES

DETROIT, Dec. 3.—Location of equipment and product is a key factor in the successful operation of Carl Hill, founder of the Hill Vending Service, one of the major bulk machine operators in this area. "Changing machines around frequently helps keep sales up," Hill stated, "as does the change in products. Whenever possible we try to build an outlet's sales to where it will support three types of unit—ball gun, change and coin."

In other words, he merchandises location to build sales. Shifting equipment is a standard practice of mine when volume begins to

drop off. Changing vendors and products to my clients keeps a freshness of appeal to patrons."

Hill Vending Service today has more than 500 bulk vendors on location in suburban Detroit, County, adjoining Detroit, and about 50 straight gun machines in the city. About 250 vend ball gun and change, and 50 coin-operated units.

Sale Incentive
Typically of Hill's operations is the 25-cent vend ball gun vender with change has been on location for some time but will replace with a nickel capsule unit or with ball gun only.

(Continued on page 87)

Hawkeye, Victor to Hike Prices; 8 Mull Increases

CHICAGO, Dec. 3.—Price increases ranging from 75 cents to \$1 per unit in December in January were announced by two manufacturers of bulk vending machines this week.

The price hike was necessitated by the recent increase in the cost of metals and other materials along with the cost of labor, the companies reported.

A number of other firms contacted by The Billboard said no increases were contemplated, but indicated price may be upped within the next six months.

F. A. Witten, president, announced the Hawkeye Novelty Company, of Des Moines, would increase the price of its bulk vendor #1, effective January 1. The new price will be \$12.55 f.o.b. factory.

NVA Sets '56 Conclave Plans; Names 7 Chairmen
CHICAGO, Dec. 3.—Members of the National Vendors' Association convention committee held the ground work this week for the 1956 conclave and exhibit.

The committee decided to hold the four-day convention at the Morrison Hotel here May 10 thru May 14. The convention theme will be "Vendomenia of 1956."

Seven committee chairmen were selected, with 41 members named to assist in setting up and carrying out the program.

Extensive space has been reserved for exhibits by machine manufacturers, distributors, supply equipment suppliers as well as those of candy, gum, nuts, cigarettes and capsule lines.

Tentative plans for the opening

Effective January 16 Victor Vending Corporation, of Chicago, will increase the cost of its five models \$1 per case of last machines, or 50 cents in the case of the Victor #1, said Harold M. Schart, president.

The new prices in case lots of 500 units will be \$53 for the 5-Star Baby Grand and Standard Topper models; \$60 for Topper Deluxe, \$74.50 for the Super V, and \$80 for the King Size Topper Deluxe, f.o.b. factory.

Because of its inventory of bulk machines, Victor has purchased substantial before the most price increase in steel. H. K. Hart Confectionery, Inc., Union City, N. J., hopes to maintain its current cost for at least six months, according to the company.

(Continued on page 90)

of the convention include a cocktail party and a luncheon and dance, Paul Crisman, of King & Company, Chicago, convention chairman.

Joe Mason, of Leaf Brands, Inc., Chicago, was named convention secretary, with Max Masdel, Northwestern Sales & Service Company, New York, president of NVA, as ex-officio member of all committees.

Other committee chairmen and members include:

Reservation: Bob Knut, Confection Specialists, Inc., Chicago, chairman, and Bob Knut, Confection Specialists, Inc., Chicago, chairman.

(Continued on page 95)

Central Ready On Conversion

PHILADELPHIA, Dec. 3.—B.D. Goldberg, head of Central Vending Machine Service, Inc., announced that the firm is now producing two-price conversions for Vendo, Hill, Rowe, National and DuCromet cigarette vendors. Conversions will allow the operator to vend at 25 and 30 cents.

Goldberg used the first's policies of conversion as they were before the recent death of his partner, Herman Wolfe. Central already refitted and repairs all types of automatic merchandising equipment, specializing in cigarette and candy machines.

Goldberg said Central is setting up an experimental division for the purpose of working with product manufacturers to develop new types of vending equipment.

(Continued on page 86)

New Arcade Games, Pool Units Spark NAAPB Coin Exhibits

Continued from page 78

Chicago, metal type unit; Genes Manufacturing & Sales Company, Chicago, coin game; At-Roy Amusement Company, Detroit, baseball pitching machine; Exhibit Supply, Chicago, pong-pong coin game and auto racing game; and Capital Projector Corporation, New York, lever testing unit, movie machines.

Other Exhibitors
Other coin machine firms exhibiting included A.B.T. Manufacturing Corporation, Chicago; Auto Photo Company, Los Angeles; Harvard Automatic Machine

Corporation, Lorain, O.; Phila. Register, Inc., St. Louis; Philadelphia Coin Game, Philadelphia; J. H. Kenney & Company, Chicago; and Williams Manufacturing Company, Chicago.

Probably the most popular exhibits from the standpoint of coin machine play were the new coin-operated pool games in operation at the booths of Exhibit Supply, Kenney, and Williams. Conventions were quick to join in competitive play on these units.

Coin machine exhibitors this year were among 100 firms

displaying their products. The convention ran from Sunday (27) thru Wednesday (30), ending up with the annual banquet Wednesday night.

NAAPB SPORT

At-Roy Shows Pitch-A-Ball Action Game

CHICAGO, Dec. 3.—Pitch-A-Ball, a new coin-operated baseball action game, was introduced to the trade at the National Association of Parks, Pools & Beaches show here this week by At-Roy Amusement Company, Detroit, Mich.

One of the most unusual pieces of coin-operated equipment at the show, the Pitch-A-Ball unit was subsequently seen in playing operation because of space limitations. The game depicts a realistic batter and catcher sketched on a flange rubber connected back-to-back. Figures of the catcher is detached

(Continued on page 92)

Mike Munves Zodiac Game Wins Mention

CHICAGO, Dec. 3.—Mike Munves Corporation, New York, drew a laudable mention for a marvellous exhibit in games and for Arcade equipment at the National Association of Parks, Pools & Beaches show at the Hotel Sherman here this week.

The award was presented for the new Zodiac game, Zodiac Chart Arcade machine that tells fortunes according to the player's birthday and zodiac sign.

The player uses the machine to

(Continued on page 92)

Keeney Shows Game, Venders At Sherman

CHICAGO, Dec. 3.—The J. H. Keeney & Company exhibit at the National Association of Amusement Parks, Pools & Beaches convention this week represented the firm's coin-operated amusement game and vending machine lines.

Displayed was the Keeney Fun-Clusion Pool, coin-operated pool table, and the new coffee vander and cookie vander in production by the company.

Representing Keeney at the show were Roy P. McGinnis, president; Paul Huelsh, general sales manager; Bill Coon, Jr., of the vending division; and Tom McCormack, sales representative.

Auto-Photo Co. Exhibits Unit At Park Show

CHICAGO, Dec. 3.—Auto-Photo Company, Los Angeles, exhibited its coin-operated photo machine at the National Association of Amusement Parks, Pools & Beaches annual meeting here this week.

The photo machine features an "automatic atmospheric process of electronic lighting," which, according to

(Continued on page 92)

CUE-HAPPY CONVENTION Coin Pool Games Score Hit at NAAPB Show

CHICAGO, Dec. 3.—If there has been any divide of the popularity of the new crop of coin-operated pool games, it was divided at the National Association of Amusement Parks, Pools & Beaches convention at the Hotel Sherman here this week.

Three firms—Exhibit Supply, J. H. Kenney & Company and Williams Manufacturing Company—exhibited new pool games in their exhibits and were crowded by customers waiting ball-chock conveniences from morning to night.

Coin pool game manufacturers, already excited by the prospects of new pool game orders than they can readily fill, will in all prob-

ability be assigned by additional orders following the show.

Main difficulty from the production standpoint is the shortage of parts for the game—balls, cue sticks, billiard cloth—which is sold to some 15 different coin pool manufacturers by a relatively small number of pool game supply firms.

Appearing at the park show for the first time, the new model pool games were one of the main novelty attractions at the coin machine exhibit hall.

The trend to coin pool games in the amusement game industry began in mid-August. Since then one coin machine manufacturer

(Continued on page 92)

Arcade Op Outlines Year-Round Exhibits

ATLANTIC CITY, Dec. 3.—F. McKim Smith, Arcade operator here, this week outlined plans for a permanent coin machine show which would feature year-round exhibits of amusement games, juke boxes and vending machines.

Proposed site of the show is the \$1,000,000 exhibit building on the Boardwalk here. According to Smith, the show would be designed to supplement rather than replace the annually presented coin machine shows.

Smith said the show would

A.&L. Bows New Kiddie Rides at NAAPB Show

CHICAGO, Dec. 3.—A. & L. Kiddie Rides, Kenosha, Wis., new firm in the kiddie ride field, introduced two new coin-operated horse rides at the National Association of Amusement Parks, Pools & Beaches show here this week.

Featuring a new black and white model, the standard horse ride is 20 inches wide, 45 inches long, approximately 45 inches high, it is mounted with leather body and stirrups and has a wooden base covered with aluminum.

An accompanying model is shorter and lower—30 by 20 inches.

(Continued on page 92)

Capital Intros Games, Movie Units at NAAPB

CHICAGO, Dec. 3.—Capital Projector Corporation, New York, unveiled an interesting variety of coin machine products at the National Association of Amusement Parks, Pools & Beaches show here this week.

Main attraction was the Capital Auto Test machine, which tests

Williams Game Line Exhibited

CHICAGO, Dec. 3.—Williams Manufacturing Company here displayed a large part of its current coin-operated amusement game line at the National Association of Amusement Parks, Pools & Beaches show here this week.

Among the Williams products exhibited were the Deluxe Bank Pool game, the Jolly Joker and Royal Crown roll-down counter game, and the Siskiwit Engineer, mobile ballgame game.

Manning the Williams exhibit were Harry Stern and Art Weinstock, players' driving habits thru use of

afford "the only opportunity for visitors to view all of the latest coin-operated machines, at their convenience, in a leisurely manner and compare them, any way from the crowded conditions at a convention."

Smith estimated the first year's attendance could reach 50,000. A charge of \$1 would be made for registration or admission fees, he said.

The 20,000 square foot exhibit building would offer space to display all coin-operated machines, equipment and parts to best advantage. The newswire and second floor displays would feature vending machines.

Rail Smith, "It is economically sound business to display all coin products under one roof 365 days a year. The fact that business can also be combined with pleasure makes the Atlantic City exhibit doubly attractive."

(Continued on page 92)

Phil. Toboggan Skee-Ball Line At Park Show

CHICAGO, Dec. 3.—The Philadelphia Toboggan Company exhibited its Skee-Ball and Q.O. coin-operated games at the National Association of Amusement Parks, Pools & Beaches show here this week.

Skee-Ball is a roll-down game featuring rolling balls down a 14-

(Continued on page 92)

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Displayed was the Keeney Fun-Clusion Pool, coin-operated pool table, and the new coffee vander and cookie vander in production by the company.

Representing Keeney at the show were Roy P. McGinnis, president; Paul Huelsh, general sales manager; Bill Coon, Jr., of the vending division; and Tom McCormack, sales representative.

Goldsmith said the game will be equipped with a set of four different films representing driving conditions in the city, country, mountains and such. The game is being tied up with the safe-driving campaign.

New Train Unit

Another new piece exhibited by Capital was the Trolley Train, featuring a miniature trolley train unit. It is magnetically controlled on the tracks and is directed by the player who works levers moving the train.

(Continued on page 92)

Own Show for Game Industry? Air Views

Continued from page 78

Exchange, had opposing views. Opposed to all shows as such, Kott said "Such a convention rather than a show is what is needed. At an annual date of a coin convention is made, business drops off for two months before the show. Operators held off buying what is new at the show. The operator that buys himself by waiting for equipment rather than continuing to buy it for his store. I believe this would be the basic objective of any game distributors."

He said he has 100k year in the coin machine business this week. Sam B. Goldsmith, president, Capital Projector Corporation,

took the pro side of the argument. Sam Goldsmith: "You for a show devoted to the amusement game business. Many people who are in the game industry don't get here (for the Park show) because they feel that the show is not enough to offer them in members of the coin machine industry."

Sam Lewis, president, Exhibit Supply, felt that an amusement game show would do little good for the industry. Said Lewis: "I don't see any need for such a show, either. I have no objection to the idea, if the industry wants it. The conventions serve mainly as get-togethers for good times."

'MOST MERITORIOUS'

Scientific Exhibit Wins Guenther Award

CHICAGO, Dec. 3.—Scientific Machine Corporation, Bensenville, Ill., took home the most meritorious award at the National Association of Parks, Pools & Beaches show here at the Hotel Sherman this week.

Scientific won the Henry A. Guenther award for the "most meritorious exhibit" dealing with games or hobby device equipment.

On display at the Scientific exhibit, which was selected as best of its kind, were one of its new O-Fines and Pokering roll-down games and a new 3-In-Line and "21" roll-down games, all

manufactured by the firm. The exhibit was decorated with signs and posters.

Manning the Scientific exhibit during the show were Max D. Levine, Scientific president; Jack Friedman, Scientific representative; Mr. and Mrs. Henry Guenther, Scientific Heights, N. J.; Herman Bakerman, First President, N. J.; and Milton (Vic) Miller, Jr., Bensenville, N. J.

The Scientific exhibit was devoted completely to the roll-down type game, a game which the firm

(Continued on page 92)

Exhibit Unveils Target, Racing Games at Show

CHICAGO, Dec. 3.—Exhibit Supply here bowed two new coin-operated amusement pieces—a racing game and a target game—at the National Association of Amusement Parks, Pools & Beaches show here this week.

Exhibit also showed its coin-operated pool game, 3rd-4th and 5th level, and the player takes down a rolling ball to determine which of six speed-run moves ahead over a miniature racing track in the game.

Billboard booths arranged in three waving lines determine how far a car moves in one turn, depending on how many buttons are hit by the ball in its progress to the holes. The player picks the playing ball to take by turn, aiming, shooting wheel to guide the balls into the proper holes to advance the cars desired.

One player tries to advance the other player's car.

(Continued on page 92)

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Reprinted and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are in dollars and cents for the retail.

From do not reflect shipping costs is noted. When Costs buyers, for example should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, location and other related factors.

The Most Active Equipment that has the right indicates which machines have been advertised the greatest number of times in the period indicated. In the case of Pinball Games, most advertised games are listed by manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

PINBALL GAMES

	HSB	LOW	MOV
DAILY			
Stocks			
SP500	86.00	81.00	81.00
Research (1/1/92)	340.00	114.00	120.00
Security (1/1/92)	340.00	83.00	120.00
Big Times	495.00	205.00	282.00
Bonds			
9/1/92	90.00	50.00	71.00
Briggs Jan (1/1/92)	325.00	73.00	93.00
Gen Serv (1/1/92)	90.00	45.00	75.00
Gen Serv (1/1/92)	390.00	114.00	118.00
Fidelity (1/1/92)	370.00	90.00	110.00
Gen Serv	480.00	245.00	240.00
Caroline	475.00	195.00	170.00
Gen Serv	310.00	145.00	170.00
Int Focus (1/1/92)	235.00	140.00	170.00
Peter Dink (1/1/92)	90.00	60.00	90.00
Price Savings			
1/1/92	210.00	140.00	185.00
SP500	220.00	130.00	185.00
Stop Loss (1/1/92)	30.00	25.00	30.00
SP500 (1/1/92)	230.00	160.00	175.00
SP500 (1/1/92)	290.00	260.00	125.00
Index			
SP500	290.00	260.00	125.00

ARCADE EQUIPMENT

1. **SHOOTING**—Shoot the Bear
2. **GALLERY**—Rifle Gallery
3. **Net Lured—Basketball** (Net)
4. **EXHIBIT**—Sportland
5. **SHOOTING**—Smoked Gas
6. **EXHIBIT**—Bale Gun
7. **SHOOT**—Sky Gunner

MOST ACTIVE EQUIPMENT

(The document marked endline with issue dated December 2, 1951)

MUSIC MACHINERY

- 1. AMD—Radeon 9-800
- 1. AMD—Radeon 9-120
- 2. AMD—Radeon 9-80
- 2. NVIDIA—G-7000
- 2. NVIDIA—G-7000-A

TABLE 6 (continued)

1. UNITED—Corrado Stoffa
Alley, 4 Payer
2. UNITED—Dymais Stoffa
3. UNITED—Chief Stoffa
3. CHICAGO OOH—Tenth F
Boiler
4. UNITED—Rosa Stoffa

WINDOWS MACHINES

1. Northeast 11, Ball Ga
2. Columbus 3; Buft
2. Miami 14 @ 14 Buft
3. Sugar Candy 18 Cal.3
2. Florida Wr. of @ 14 Cal.4

PUBLIC GAM

Manufacturers with two or more games listed below

DAILY

1. Stock Out
2. Pulse Springs
3. (b)(2)

GOTTUN

1. Forward
1. Lady Luck
2. Easy Quest
2. Gory & Bully
2. Grand Slam
2. Jail Pass

1. Heredia
2. Heredia
3. Heredia

WILLIAMS

1. Playlist
2. Dealer
2. Big Eye

ARCADE EQUIP

Basic Stickers	\$ 24.00	5
Small Decks	299.00	3
Small Stickers (500)		
Small Stickers (500)	179.00	
Small Stickers (500)	299.00	

MUSIC MACHINES

AMT		
Model A (160).....	\$125.00	\$ 69.50
Model C (130).....	275.00	123.00
Model D-40 (111).....	295.00	195.00
Model E-60 (111).....	645.00	523.00
Model F(120) (160).....	750.00	633.00

COLA

James 2436 (340).....	299.95
RECORDS	
M-100-A (19 6PM)	
(140).....	299.95
M-100-B (50).....	215.95
M-100-C (150).....	625.95

1122

1993	1997	2000
1998	2002	2005

Why a New Look in the Coin Machine Price Index

For the second time within a year The Billboard has changed its Advertised Used Coin Machine Price Index to provide a better service for readers.

With this issue a "Mean Average" price is added to high and low advertised prices, and prices and listings have been eliminated on music machines which have been advertised less than 10 times, and on all other equipment which has been advertised less than five times in the four-week period indicated in the Index.

These changes have been made to provide a more meaningful listing of prices.

The mean average is **not** the simple average between the high and the low. It is a computation based on all prices at which a particular machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. For example, in the index above, the "high" on a machine is \$495, the "low" \$325 and the mean average \$465. This means that the average dominant advertised price is \$465 and not midway between the "high" and "low." It also strongly indicates that the "low" in this case is a unique advertised price reflecting only one advertiser's price, that

the machine advertised at \$325 is "as is" or in very poor condition, and it reflects possibly other factors peculiar to that advertiser in order for him to advertise at that price.

The Index as it appears above is the most accurate reflection of used advertised prices and contains as meaningful a guide as it is presently possible to offer.

All of the prices which appear were taken from advertisers' prices which have appeared in The Billboard during the period indicated. Therefore they form the most accurate basis for used prices. That is the source of The Billboard's prices. In checking price listings in any trade publication, it is essential to know what the source of those prices are in order to use them properly.

Prices given in the Index are in no way intended to be "standard" or "national," "set" or offer an authoritative reflection of what prices should be on used equipment. There is no possible way for this to be done at the present time. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

Davis

- Machine Guaranteed
- Spare Parts Reported
- Ample Insurance
- Service Improved
- Excellent Profitability
- Excellent

DAVIS REBUILT EQUIPMENT

with the DAVIS 6-Point GUARANTEE

The following models are available for prompt shipment:

SEEBURG	WURLITZER
148 \$ 95	1100 \$125
M1000 95	1400-1450 154
	1500-1550 295
AMF	ROCK-OLA
800 45 R.P.M. \$125	1426 \$ 95
8120 695	1426 FEDERAL 120, 78 R.P.M. 275

WALL BOXES

SEEBURG 8W5, 54, 104, 254 3-wire	\$12.95
SEEBURG 8W2, 54, 1-wire	4.95
WURLITZER 3025, 54, 104, 254	9.95
WURLITZER 4820, 54, 104, 254	14.95
WURLITZER 5204, 104 Selection	22.95
WURLITZER 219 Stepper	9.95
WURLITZER 252 Stepper	22.50
AMF 40 Selection Stepper	16.95
WURLITZER Speakers 4000, 4004, 4007, 4059	9.95

*Write Western Union Wire • Cable Address: "Davis" • 1/2 Dep. Required

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
Syracuse 2, N. Y., U.S.A., Ph. 75-1431

Davis

vis

Your American Red Cross Is Always There After Disaster Strikes

Cig Sale Rise Nets Indiana \$11,363,299

INDIANAPOLIS, Dec. 3.—Sharp increase in cigarette consumption in Indiana for the first 10 months of 1955 was reported by distributors.

Figures disclosed by the State's cigarette tax division show revenue for the 10-month period ending October 31 exceeded the 1954 income for the corresponding period by \$462,207. Collection for the current year rose to \$11,363,299 from the 1954 total of \$10,900,912.

Since 1947, when the law creating the tax was enacted, the State has been collecting 3 cents an each package. Revenue yield during the first 10 months reflects the sale of 363,364,900 or 7.27 billion cigarettes. Should this rate be maintained during November and December, totals for the year should reach \$7.7 billion cigarettes.

The trend to filter tips is gaining strength in the State, distributors report. Exact figures are unavailable, but it is believed cigarette companies place with the national shift to the new types of smokes. Naturally, 10 per cent of all cigarettes sold are filter tipped.

A great majority of filter tip and king size smokers are still women, according to distributors in Northern Indiana's populous industrial centers.

BINGO MECHANIC WANTED

For route work. Regular hours—good pay and vacation. No visitors. Write to

BOX 831
The Billboard Chicago, Ill.

SALE SOLOMONS SPECIALS

BOWLERS

Indywood	\$445.00
Arrow	425.00
Thunderbolt	375.00
Flash	345.00
Starline	225.00
Feature	275.00

UNITED

Capitol	\$425.00
Mars	295.00
Rainbow	245.00
Lagoon	185.00
Chief	175.00
Cascade	65.00

SALE SOLOMONS — HARRY STEWARD

UNIVERSITY COIN MACHINE EXCHANGE

658 N. High St. AX. 4-3592
Columbus 9 OH.

2 GREAT GAMES FROM GENCO!

DE LUXE GENCO'S TOURNAMENT POOL

FOR 2 OR 4 PLAYERS

For 3 or 4-SIDED PLAY

- SETS AGAINST WALL
- ... saves 60 sq. ft. of floor space
- DUAL BUILT-IN LEVELING GAUGES
- ... assures perfect, non-slip playing area
- COMPLETE INSTRUCTION CARDS
- ... for 2 or 4-sided play

HINGED PLAYFIELD

... for easy servicing

GENCO'S SUPER BIG TOP RIFLE GALLERY

Operators everywhere
acclaimed BIG TOP the
finest Gun Game ever made!

And NOW WE proudly
present this brand-new,
better-than-ever model!

SEE them NOW at
your GENCO Distributor

CONVERTIBLE...

novelty, match or super star

PLUS many more NEW FEATURES!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

SENSATIONAL SALE—PRICES SLASHED

ALL MUST GO IMMEDIATELY—WRITE-WIRE-CALL COLLECT!

KIDDE RIDES

- 8 BALLY RIDES
- 17 MOON RIDES
- 6 Mini America RIDES
- 12 BALLY SPACE SHIPS
- 6 BIRD RIDERS
- 2 BILLY RIDERS
- 2 BILLY RIDERS
- 5 BILLY RIDERS

- 100% Guaranteed
- America's Largest Stock
- Easy Trades—Liberal Terms

DISTRIBUTORS:

Redd
DISTRIBUTING CO.

Exclusive distributors for
WURLITZER — BALLY — UNITED

BINGOS

- 25 MIAMI BEACH NEW
- 5 TROPICANAS \$185
- 5 SINGAPORES 185
- 10 GAYETTES 350
- 10 YAMHITES 350

GUNS

- 10 UNITED DELUXE BOWLS
- 5 EXHIBIT SPORTLAND
- 20 EXHIBIT SHOOTING GALLERY

Trade in your BOTTLEBALL PINBALLS and MECHANICAL 100 A's from your stockroom for our remodeled KIDDE RIDES

SHUFFLE ALLEYS

- TOPNOTCH SPECIAL
- CAPITAL DELUXE
- SUPER BOWLS
- CLIPPER DELUXE
- MUSCIE
- 10 WURLITZER 1200's
- LINE NEW
- SPECIALS

- 2 EXHIBIT CARD MACHINES, New
- MELICAN RARE SHOT, 9 ft. \$125
- GENIE SHUFFLE POOL 95

WRITE—WIRE—CALL COLLECT!
298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040



Ohio Gum Supply Moves Warehouse to Wickliffe
WICKLIFFE, O., Dec. 8.—The Ohio Gum Supply Corporation, distributors of imported and domestic chewing gums and novelties, has moved its warehouse from Euclid, O., to the firm's headquarters here in the former city hall building, W. J. Weber, president, announced.
The move, according to Weber, was made to facilitate the handling of orders. The firm's mailing address of Post Office Box 155 remains the same.

EXTRA SUPER DUPER VALUES

- | | | | | | |
|-------------|--------|-----------|----------|--------------|----------|
| Miami Beach | White | Spot Lite | \$ 30.50 | Hi Fi | \$149.50 |
| Covely | | Musketoon | 249.50 | Palm Springs | 144.50 |
| Spot Club | | Play High | 64.50 | Beach Club | 124.50 |
| Ice Palace | | Duty Duty | 119.50 | Yacht Club | 74.50 |
| Deke Beach | 139.50 | Big Time | \$184.50 | Football | 99.50 |
| Palm Beach | 59.50 | Variety | 274.50 | Havens | 99.50 |
| | | | | Quincy Man | 164.50 |

Fast Guaranteed Delivery. Mechanically Perfect. Unbeatable Like New. All of our games sold on a guarantee basis. PHONE OR WRITE US TODAY

Crown Novelty Co., Inc.

920 Howard Avenue, New Orleans, La. Phone Canal 7157
Nick Carajola, Gen. Manager

Joe Ash says ...

When you compare quality with price, Active is your answer. Active is your answer.

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLEB & CO. in N. Jersey, Del. and S. Pennsylvania.



Joe Ash says ...

Los compradores de máquinas de entretenimiento deben considerar Active como la mejor oferta de valor.

Experiencias juegan de buena (por juegos) y valores (precio) muy bajos a los compradores. Active para aprobación.

ACTIVE

AMUSEMENT MACHINES CO.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

344 N. Elwood St. Phone 34
Chicago 2-4915
Write or wire for prices

AVAILABLE NOW ANY WAY YOU WANT IT
TO FIT ANY AND ALL LOCATIONS

Keeney's
"FASCINATION POOL"



Mahogany Grained Moulding—Cork Finish Body and Legs

- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- Piano Finish Mahogany Moulding
- Formica Side Rails
- White Diamonds on Side Rails

JUST
LOOK AT
THESE
EXTRA
FEATURES!



REGULAR SIZE
52" L x 36" W. x 32" H.
OR
JUMBO DELUXE
(18 inches longer)

3-Sided Play!

Keeney's Original
HINGED
TOP!



Celeste Ravel
MISS ILLINOIS 1954-55
Recording artist
likes to play
Keeney's
FASCINATION

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

Milk Production Up

Milk production the first 30 months of 1955 best the previous 1954 record January-October output by half a billion pounds. Total production for the period was 106.7 billion pounds, according to the Agriculture Department. Milk pro-

duced on farms during October amounted to 9,324,000,000 pounds, an increase of 3 per cent above last year's previous high and 8 per cent above average for the month. Production declined only 3 per cent from September to October as compared with a rural decline of 6 per cent during this period.

TOP VALUES AT THE RIGHT PRICES! ROCK-OLA SPECIALS

1400, 42 RPM	\$49.95	AMT. A	\$9.50
1402, 42 RPM	\$50.00	AMT. B	\$9.50
1404, 42 RPM	\$49.95	AMT. C	\$9.50
1406, 42 RPM	\$49.95	AMT. D	\$9.50
1408, 42 RPM	\$49.95	AMT. E	\$9.50
1410, 42 RPM	\$49.95	AMT. F	\$9.50
1412, 42 RPM	\$49.95	AMT. G	\$9.50
1414, 42 RPM	\$49.95	AMT. H	\$9.50
1416, 42 RPM	\$49.95	AMT. I	\$9.50
1418, 42 RPM	\$49.95	AMT. J	\$9.50
1420, 42 RPM	\$49.95	AMT. K	\$9.50
1422, 42 RPM	\$49.95	AMT. L	\$9.50

All Machines Depreciated - 10% - Remanufactured Like New

WRITE FOR COMPLETE LIST AND QUANTITY PRICES

Terms: 10% down, balance C.O.D.

S & K DISTRIBUTING CO.

Exclusive ROCK-OLA Disp. in E. Pennsylvania and S. Jersey
101 N. BRAD STREET PHILADELPHIA 5, PENNSYLVANIA PO. 5-6104

BEST BUYS IN BOWLERS!

United Star Revolution Bowler	\$120	United Team Bowler	\$120
United Deluxe Bowler	\$120	United Star Bowler	\$120
United Deluxe Bowler	\$120	United Star Bowler	\$120
United Deluxe Bowler	\$120	United Star Bowler	\$120
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United Deluxe Bowler	\$120	United Star Bowler	\$120
United Deluxe Bowler	\$120	United Star Bowler	\$120
United Deluxe Bowler	\$120	United Star Bowler	\$120

Exclusive Chicago Star/Bowler for the BEST in POOL GAMES!

CUE-STAR by FISCHER - \$209

BRAND NEW COIN POOL Machine for Play from 2 or 4 Sides!
IMMEDIATE DELIVERY!

CHARLEY FISH

Monarch Coin Machine, Inc. 2127 N. Lincoln, Chicago 24, IL

LOOK TO American FOR THE BEST IN SHUFFLEBOARD SUPPLIES



More and more shuffleboard owners are now looking to American for their COMPLETE equipment and supply needs. Through constant research American has developed a DEPENDABLE line of products that offers highest quality at lowest possible cost.

American SHUFFLEBOARD COMPANY
210 PATERSON PLANK ROAD UNION CITY, NEW JERSEY

Your American Red Cross Is Always There After Disaster Strikes

All Locations
LARGE or SMALL
invite you to install
Williams DE LUXE BANK POOL
FEATURING
3-SIDED PLAY!

NOW AVAILABLE
The Deluxe SENIOR Model
18 Inches Longer
Same Width
More Exciting Than Ever!

3-INCH SQUARE BALK-LINES COVER PLAYFIELD! CIRCLED MUSHROOMS!

IT PAYS TO
OPERATE
Williams
WINNERS!

CAN'T
BE
BEAT



2-3-or 4 PLAYERS

POOL-PROOF MECHANISM!

Anti-Cheat Ball Release

2 COIN OPERATION!

3 Designed for or 4 SIDED PLAY!

SILENT
BALL-DROP

PROTECTED
CASH BOX

*First WITH THE
HINGED TOP!*



EXTRA
CUE HOOKS
IN ADDITION
TO
BUILT-IN
HOLDER

OPERATE
Williams
SNAFU
NEW 5-BALL
SCORE
BUILD-UP!
HIGH SCORES!

OPERATE
Williams
**CIRCUS
WAGON**
LUXURY 2 PLAYER
WITH
NUMBER MATCH
* BONUS POCKET *
* Bonus Scoring!
* Multi-Shot!

OPERATE
Williams
**JOLLY
JOKER**
HIGHEST
EARNINGS!
LOWEST PRICE!

Williams
MANUFACTURING
COMPANY

See YOUR
WILLIAMS
DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

The "FORWARD LOOK" is 5-BALL CABINETS!

HERE THEY ARE!

The Profit Leading Bowlers of the Year...

Designed For Every Location!

BOWLING TEAM

With Automatic Tally Sheets
2 Teams With Up to 10 Players
On Each Team Can Play!
Available in MATCH Model as
ALL STAR TEAM Bowler

BLINKER

With "Ring-O-Matic" Bulls Eye and
Traveling Lines! 100% Replay
—Equipped With Replay
Totalizer!

BULLS EYE

Player Matching A Number Only
Gets Additional Scoring On
The "Ring-O-Matic"
Bulls Eye!

SCORE-A-LINE

With "Number-Lite" Scoring! Player
By Lighting Up Numbers In
Line Gets Additional
Points!
With Automatic Tally Sheets!

chicago
coin
MACHINE COMPANY

1725 West Diversey Chicago 14, Ill.

Complete Meal

• Continued from page 84

Habit is currently negotiating with
Birdseye for a licensing arrange-
ment.

The food package, in a card-
board container, will measure about
five by ten by four inches and will
include appetizer, main course and
dessert, so arranged so that the
entire meal can be eaten with a
spoon. Birdseye claims the dinner
takes up 40 per cent less space than
comparable frozen food din-
ners.

Each course is separated by a
thin layer of neutral edible food
product which prevents interming-
ling of different courses. A neutral
flavored plastic or tinfoil type
ingredient is used as a separator.

Combinations which have been
tested include such appetizers as
tomato juice, shrimp, cream fruit
salad and appetizing main courses
include chicken succulent salad,
chicken potato salad, tuna fish
salad and provolone cottage cheese
salads. Desserts include fruit col-
lards, rice pudding, chocolate
pudding and toposia pudding.

The purchaser starts eating from
the top of the package and works
down. As the course separators are
edible, too, the only discard is the
package itself.

While the dimensions of the
package are too large to fit into the
vending chambers of standard
sachet machines, removal of
every other separator within the
container would accommodate the food
pack.

Wholesale cost will be about 37

cents a package, with a suggested
retailing price of about 60 cents.

WALL BOX INVENTORY SALE

WUHLITZER 104 SELECTION

5 No. 520-40, 3 wire, each \$35.50

12 No. 520-4, 7 wire, each \$4.50

2 No. 252 Shopper, 7 wire, each \$4.50

2 No. 252 Shopper, 3 wire, each \$3.50

40 SELECTIONS

20 Sc 100-25, 4 wire, each \$10.50

25 Sc 4 wire, each \$5.00

1 Shopper, 4 wire \$4.50

24 SELECTIONS

20 Sc 100-25, 4 wire, each \$7.50

10 Sc 4 wire, each \$3.50

MISCELLANEOUS

40 Sealing 20 Record wind and wireless, each \$2.50

2 40 Record AM, each \$10.00

20 24 Record Pack, each \$2.00

1 AM 24 Shopper \$20.00



THE J. H. WUHLITZER COMPANY
1401 Central Parkway
Channahon 18, Ill.
Main 1-8721

Standard Metal Typer Exhibits New Coin Unit

CHICAGO, Dec. 8.—Standard
Metal Typer, Inc., Chicago, dis-
played its new coin-operated metal
typer machine at the National As-
sociation of Amusement Parks, Fairs
and Beaches show here this week.
Improvements to design over
previous models includes a Formica
top housing. The machine prints
up to 32 letters or numbers on a
piece of metal a little larger than a
50-cent coin.

Representing the firm at the
show were Henry Barnes and An-
drew Wierzbicki.

WANTED

Mechanic on late Kippers and Photo-
graphs. Excellent opportunity and good
starting salary for dependable, sober,
honest man. Give references and
experience.

Write, Wire or Call Collect
J. & Smith or Martin Muller
**OWENSBORO
AMUSEMENT CO.**
401 Center St., Owensboro, Ky.
Day Phone: MA 9291
Night Phone: MA 9290

GRANDE SPECIALS

Opa, Opa Adams Bowler \$149.90

Sammy Sam Bowler 149.50

Delux Lightening 419.00

Sammy Sam Bowler 25.00

Delux Lightening 140.00

Sammy Sam Bowler 149.50

Delux Lightening 149.50

Sammy Sam Bowler 95.00

Delux Lightening 95.00

Sammy Sam Bowler 95.00

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Sammy Sam Bowler 95.00

Delux Lightening 95.00

DRASTIC INVENTORY REDUCTION SALE

All Goods Completely Reconditioned

Will TRADE and SELL Outright for
LATE MUSIC — GUNS — KIDDIE BIDS

NO REASONABLE OFFER REFUSED

GAY TIME

BIG TIME

GAYETY

VARIETY

SURF CLUB

ICE FROLICS

PALM SPRINGS

DUDE BUNCH

HI-FI

YACHT CLUB

BEACH CLUB

BEAUTY

FROLICS

PALM BEACH

ATLANTIC CITY

Terms: 15 Down, Balance 60%.

Call or Write

Lieberman Music Co.

257 Plymouth Ave., North Minneapolis, Minnesota

7-10000

Chicago Coin Solves \$64,000 Question

Introduces It's New, Space Saving, **FRONT PLAY!**

AUTOMATIC POOL

For Every Location!

Featuring... Automatic
Back Rack Scoring!

It's The FIRST Automatic Pool
Game In The Industry!

FAST Appealing Play!

New Livelier Rebound Rails!

Accurate Fool-Proof Scoring!

New Ingenious Player Score
Transfer Device! (Accurate
Transfer Scoring From One
Player To Another.)

Easy Servicing... Hinged
Playfield!



3' x 5'
Requires Only
21 Sq. Feet of
Space

Specially Designed Table Light
Available At Slight Additional
Cost.

This is The First Of a Series Of a Full
Line Of DeLuxe Pool Tables Which
Chicago Coin Will Bring to the
Operator.

**chicago
coin**
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

**AUTOMATIC
POOL
Will Break All
Profit-Making
Records!**

Bally[®] BIG bowlers earn BIG money

POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.



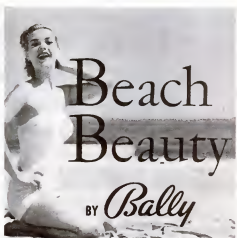
New KING-SIZE Pins New OVER-SIZE Puck



New king size pins... a real high end stress as big as official bowling pins... increase play appeal of all bowlers. Same size pins... but they're not... they're king size! Matching the new king pins is the new Bally over size puck... a real quality... but that adds to the fun of shuffle-bowling. New over size puck is larger... but it's not played for... Complete set with smaller and larger pins.

CONGRESS-BOWLER and ABC-BOWLER play 16 frames... now available in three play or nine play for a dime. 3 plays for a quarter... requires only \$15.00 by 25 in. floor space.

ABC bowler WITH MATCH SCORE FEATURES Congress bowler



gets big play with sensational new WILD POCKETS

Now the old favorite money-making Select-A-Spot feature is not limited to 4 or 5 numbers. Each and every number on the Card and Super Cards of the brilliant BEACH BEAUTY backglass may be a selectable spot number... because ball in Wild Pocket lights up any number player desires to light. Players are enthusiastic about the new cover-the-cards spotting idea... and their enthusiasm is showing up in packed full cash-boxes. Get your share... get Bally BEACH BEAUTY NOW.

DOUBLE SUPER CARDS



CORNER
SCORE
300

ADVANCING
SCORES
EXTRA
BALLS

SENSATIONAL NEW ROTO FEATURE...

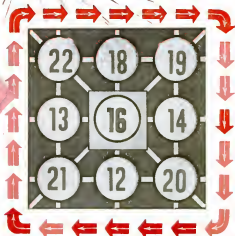
IN
UNITED'S
NEW

STARLET

NEW

8-IN-1 CARD COMBINATION

PLAYER CAN MOVE NUMBERS
CLOCKWISE WITH EXTRA COINS



NEW HORIZONTAL FEATURE

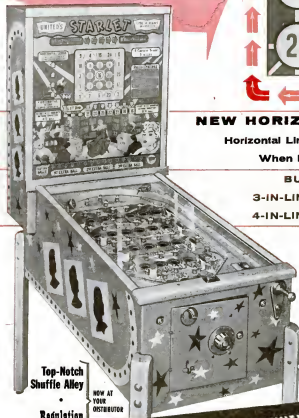
Horizontal Lines Score Separately

When FEATURE is Lit

BUILDS UP TO

3-IN-LINE SCORES 4-IN-LINE

4-IN-LINE SCORES 5-IN-LINE



Top-Notch
Shuffle Alley

Regulation
Shuffle Alley

NOW AT
YOUR
DISTRIBUTOR

Other
Profit
Features

- * SPELL NAME
- * ADVANCING SCORES
- * NUMBER SELECTION
- * EIGHT BALLS
- * SPOT ROLL-OVERS
- * ROTO TIME FEATURE
- * EXTRA BALLS

SEE YOUR DISTRIBUTOR



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS

to give you the world's
first dual music system



we matched the new

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Dual Credit Unit makes it possible to offer both 45 RPM Single Records and 45 RPM E. P. Records at two separate rates. It's "Selling Time."

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